

WINNER'S WRITING PROCESS

 **What specific (measurable) business objective am I seeking to accomplish?** 

- a. Get at least 33 sales for the cheaper version of this product (750\$) via emails to email list.

The list consists of 6000 people, out of which around 100 already own this product.

So, in order to achieve that goal I need to convert at least 0.5% on the audience.

 **What part of the funnel is required for this business objective to be achieved?** (What marketing asset is this winner's writing process focused over?) 

- a. Sales page

  **What is this business model or niche?**  

- a. Online business coaching

 **Who am I talking to? (Avatar)** 

First up, the audience.

I am targeting mostly generation X and Y. My client ran a poll, there were around 100 answers and here are the results.

34% of people already have a few ideas for their business and want to start creating it

16% of people already have a brand and earn money, but they earn very little money

30% of people have their brand but do not earn money

20% of people didn't do shit yet. They have no clue how to handle tha and what do they want to even maket.

I'll be targeting the green ones.

- a. Name: Anna
- b. Gender: Woman
- c. Age Range: 30-65
- d. Occupation: Online/offline entrepreneurs, coaches, trainers, teachers, freelancers, people that have a 9-5 that is sucking life out of them and they get paid shit money
- e. Geographical Location: Poland



f. Image:
AVATAR

Painful Current State:

Anna is feeling **overwhelmed and frustrated**. She started her online business with the hope of escaping her 9-5 job and creating financial freedom, but things haven't gone as planned. Her days are filled with anxiety as she tries to juggle her family responsibilities and her business without seeing significant results. Despite working hard, her efforts seem to be going nowhere.

She often wakes up **exhausted** from the mental strain, already anxious about the tasks she'll need to face. Even though she tries to stay organized, Anna feels she's **drowning in too many things** she doesn't understand, unsure of what to focus on or prioritize.

Fears and Frustrations:

- **Fear of Failure:** Anna constantly battles the fear of **failure**. She's scared her business will never succeed, and she'll have to keep working in her 9-5 job until retirement.
- **Fear of Judgment:** Anna is paralyzed by the fear of **others judging her**, especially her family and friends. This fear often prevents her from showing up confidently in her business.
- **Fear of Wasting Time:** She hates the thought of putting in hours on social media or other tasks that don't lead to tangible results. She's tried several strategies but nothing has **moved the needle**.
- **Lack of Confidence:** Anna often tells herself, "I don't deserve this." She feels like an **imposter** when she compares herself to other successful business owners. Her lack of confidence holds her back from taking necessary action, especially when it comes to **selling**.
- **Overwhelmed by Information:** With so much conflicting advice online, Anna is **unsure who to trust**. She's bought several courses in the past, but either didn't finish them or found the advice too complicated.
- **Slow Progress:** She started, but her business is **moving slower than expected**. There's little to no income, which causes additional stress as she worries about supporting her family.
- **Burnout:** Working long hours hasn't led to results. Anna feels like she's on the brink of **burnout**, but she keeps going because she's desperate to make her business work.

Daily Struggles:

- **Time management:** Anna often feels she doesn't have enough hours in the day. Her business takes up time she wishes she could spend with her family, and yet it still isn't growing.
- **Fear of Selling:** One of her biggest obstacles is a **fear of selling**. She knows selling is crucial for her business, but every time she thinks about it, her anxiety spikes.
- **Inconsistent income:** Her business isn't generating enough income to replace her 9-5 job, leaving her in a constant state of **uncertainty** and **stress** about finances.
- **Skeptical of Coaches:** She's been let down by other courses and coaches, so her **trust is low**. She fears investing more time and money into something that may not work.

Where She Is Right Now:

- **Stage 5 of Market Sophistication:** Anna has heard it all. She's been exposed to countless online business experts but feels they all say the same thing, offering little valuable insight. She's skeptical and **distrustful** of new products and coaches.

- **Stage 4 of Market Awareness** - after reading all 14 emails from my client, she comes from an understanding that this product might help her change her life, but is still skeptical about it.

Where are they now?

Information given here is 100% from a poll my client ran, the poll consistent of the following questions:

- What are your goals?
- What do you want NOT to happen?
- What do you want to learn?
- What do you want to avoid?

a. Current Painful State (all the customer language you gathered from your research):

- i. "There's too much things, I do not know what to focus on
- ii. "I think I lack confidence in myself..."
- iii. "I am afraid by the amount of steps I need to go through (In order to get to their goals"
- iv. "I started but it's going slow, and I do not know why..."
- v. "I am afraid of selling"
- vi. "I do not believe in myself, I do not believe that I deserve it."
- vii. "I have very little followers, which makes me have little customers and business partners"
- viii. "I am afraid of the judgement of others"
- ix. "I got lost. I stopped trusting coaches" <- STAGE 5 SOPHISTICATION
- x. "I lack the knowledge. In the internet all of the experts say the same thing, so at the end, nothing valuable" <- STAGE 5 SOPHISTICATION
- xi. "I cannot find clients, I don't know how to advertise"
- xii. "I fear failing"
- xiii. "I do not have money to invest"
- xiv. "I lack knowledge to start an online business"
- xv. "I do not want to waste time"
- xvi. "I am afraid of stagnation"
- xvii. "I'd like to avoid all the stupid mistakes I could have avoided if I only had the knowledge"
- xviii. "9-5 job"
- xix. "I fear that there will be no interest from my future potential clients"
- xx. "I fear working all the way to retirement"

- xxi. "I fear unsatisfied customers"
- xxii. "I fear disappointing my audience and customer"
- xxiii. "I fear wasting time on mistakes and tasks that do not move the needle"
- xxiv. "I fear investing"
- xxv. "I do not want to spend tens of hours on social media just to get some clients"
- xxvi. "Lack of professionalism"
- xxvii. "Financial losses"
- xxviii. "I fear rejection"
- xxix. "I fear burning money on ads"

IN CONCLUSION, THEY FEAR:

- Failure
- Mistakes
- Wasting time
- Slaving away until retirement
- Not being able to provide for their family
- Disappointing their customers, audience
- Selling
- Speaking to the camera
- Rejection
- Bankruptcy, financial losses.
- Wasting their time on social media for client acquisition
- Judgment of others

b. Desirable Dream State (all the customer language you gathered from your research):

- i. "Good income, as automated as possible"
- ii. "Successful customer acquisition"
- iii. "Earning money"
- iv. "Create an online course and place it on a website"
- v. "Reaching a lot of people and helping them earn money"
- vi. "Freedom of place to work at and getting paid for it"
- vii. "Ability to advertise in Social Media"
- viii. "Learned sales"
- ix. "Ability to earn money lightly and clients finding me, not me them"
- x. "Build a team of conscious people, that will be my arm extensions."
- xi. "Create aesthetic content that will be valuable to the receiver"
- xii. "Triple my income"
- xiii. "Reach new clients"
- xiv. "Financial freedom"
- xv. "Automatization"
- xvi. "Have a team with which we'll be building our financial safety and change our comfort of life and our families"

- xvii. "Earn money quickly"
- xviii. "Business online on autopilot"
- xix. "5k PLN a month selling online products"
- xx. "Success, helping others"
- xxi. "Earning, financial freedom and free time for myself"
- xxii. "Popularity"
- xxiii. "Create a profitable brand"
- xxiv. "Earn 150.000\$ deadline 29.10.2025"
- xxv. "So that I could help the most people regain their health"
- xxvi. "Achieve 500 newsletter signups"
- xxvii. "My mail goal is to create an opportunity to earn while working from home"
- xxviii. "Build an audience and sell my products"
- xxix. "Help others achieve financial freedom"
- xxx. "Time"
- xxxi. "Help people"
- xxxii. "Provide myself with an income that will help me sustain my family, pay the bills.
My dream is to leave my low-paying and exhausting 9-5"
- xxxiii. "Create a recognizable brand that brings me passive income"
- xxxiv. "Earn money for basic expenses as fast as possible"
- xxxv. "Learn necessary skills, stop being fearful and start to act"
- xxxvi. "Satisfaction of my customers"
- xxxvii. "Create a business I will be able to grow from any place on the planet"
- xxxviii. "Reach a large audience, help them solve their problems and achieve their dreams"

IN CONCLUSION, THE BIGGEST DREAMS ARE:

- 3 freedoms; Financial, time, and place
- Creating a recognizable brand that will help them earn money on autopilot
- Being able to sustain their family
- Having much more free time, working 4-5 hours a day and pursuing their passions or spending time with family
- Earning money
- Build an audience and sell a lot
- Help other people overcome their problems
- Create a team
- Automated business
- Creating their own online course offer
- Reaching success and popularity.

c. Where are they in the funnel right now (physically)?

- i. Read sales email
- ii. Clicked the link to the sales page

d. Roadblock (what's stopping your market from living their dream state?):

- i. Main roadblock is lack of clients, lack of systems, and lack of knowledge. They already heard from gurus that they should be doing social media etc. but it is not bringing them results. They have no “eyeball magnets” and no automations to turn eyeballs into customers, moreover, they have no idea how to create said automations and market in a good way, leading them to lack of self-belief, confidence and as a result - burnout.

e. Solution (the unique mechanism that will allow your market to go to their dream state):

- i. Course that gives them all the answers and practical knowledge they need to create a business mapped out very easily.

f. Product (your client's paid tool that helps the market enact the solution better, faster, with less risk, etc):

https://www.canva.com/design/DAGPV_IWmwI/HsZImSgPjrtLU62H-RNtMQ/edit?utm_content=DAGPV_IWmwI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Unfair advantage doc (english) ^

- i. “Business on autopilot” <- program name, one of their desires too.
 - 1. Easy to understand and implement
 - 2. Checklists to help progress and make the process easier
 - 3. FB group to engage with other entrepreneurs and get guidance
 - 4. Knowledge from 7+ years of running multiple businesses.
 - 5. Applicable to multiple niches (my client used it in 3 different niches - MLM, real estate, Selling online courses)
 - 6. That knowledge digested into ONLY what you HAVE to know, the most valuable secrets, lessons, etc.
 - 7. Saves you a fuck ton of time
 - a. Drag-and-drop templates that for example allow you to create a website in less than 2 hours
 - b. No fucking around with expensive and troublesome plug-ins
 - c. Easy to use system (tool called systeme.io - tool centralizing all your funnels, CRM, etc.etc. basically all-in-one)
 - d. Easy to migrate if you already have a CRM/website)
 - 8. 1:1 Coaching (only in the PRO version)
 - 9. Lessons on mindset
 - 10. Lessons on creating your digital product
 - 11. Lessons on Gathering clients on autopilot
 - 12. Lessons on automatizing sales

13. Lessons on Building an email list and templates for emails (trash fucking templates but whatever)
14. Lessons on building (or copying and changing the template) a converting websites)
15. Lessons on harnessing Youtubes organic
16. Lessons on running a business
17. Lessons on organic SM growth
18. Lessons on FB ads
19. Lessons on SEO
20. How to record a webinar, VSL
21. All-in-one, no external courses needed
22. You learn by practice, no B.S theory that you'll never apply
23. By the end of that course you will have a "business on autopilot"
24. Applicable to any niche, any level of expertise from beginner having no clue how to run a business to advanced looking to extend his knowledge and make his business easier
25. "Roadmap to success", easy to follow steps
26. Lessons are practical, she shows where to click etc.
27. You'll learn sales
28. You'll learn how to beat your competition
29. You are able to pay one time, 6 installments or 12 installments

What is the product's core benefit?

- The product helps individuals create a profitable, automated online business with ease, providing a comprehensive, step-by-step system that works across various industries.

What are the product features and how do they translate into benefits?

-  Przetłumaczona kopia dokumentu FACT/BENEFIT

Who is the target market for this product?

- Entrepreneurs making below 10.000 a month and people working a 9-5 that would want to start an online business.

What differentiates this product from competitors?

- Gives you all the practical knowledge you need to start and grow a business to the first 10k/mo and beyond, eliminating the need to buy external courses
- All of the materials you'd need to create for the business (website, social media posts, funnels etc.) are already templated and you just have to tweak them a bit to get your website (eliminates like 90% of the struggle with learning complicated tools)
- Focus on automation and creating a business that works 24/7 with minimal effort.
- Comprehensive and easy-to-understand content suitable for non-technical users.

What are the current market perceptions of this product?

- “Eliminates all the challenges with setting up the platform or creating a course”
- “Everything is served on a platter”
- “The information is presented in an easy to understand way”
- “The material is fantastic”
- “Thanks to Klaudia's teachings, I now know how to effectively and quickly acquire clients through social media and build automated sales funnels. As you go through this course step by step, you can see that Klaudia really knows what she's doing.”
- “Her course not only shows how to build an online business but also teaches how to sell effectively on autopilot.”
- “Every module is discussed in detail, and by the end of each section, I know exactly what to implement for a specific effect.”
- **It's perceived as a one-stop solution for creating an automated online business, providing clarity, ease of implementation, and expert guidance.**

What stage of market awareness is the target audience in?

- Product-aware

What are the key objections customers might have?

- Concerns about the complexity of the product
- Doubts about their technical skills.
- Uncertainty about the effectiveness of the course.
- Worries about the investment required.
- Skepticism about the need for additional tools or courses after completing this one.

What emotions should the product evoke?

- Confidence and empowerment in creating an online business.
- Excitement about the potential for automation and freedom.
- Relief from the overwhelm of technical jargon and complex tools.
- Inspiration from the promise of a business that works for them, allowing more free time.

What is the desired action you want the customer to take?

- Make a purchase

What are the secondary benefits of the product?

- Really easy to understand the knowledge given here
- Practical knowledge
- Access to a supportive community for networking and ongoing learning.
- Development of a success-oriented mindset.
- Saving time with ready-to-use templates and streamlined processes.

- Flexible payment options to suit different budgets.

IMPORTANT

My client sells this product on 3 price points, which technically could even qualify the product to low ticket.

Why? You can buy this product either by paying the total price once (750\$ or 1250\$), or by going for 6 months installments (~150\$/mo or 200\$/mo) or 12 month installments (~75\$/mo or 100\$/mo)

- g. Objections they might have** (✓ for objections I already tackled on the sales page)
- Course Price:** Is it worth the price? Is this just another cost that won't bring a return?
 1. Answer - they will have to see the map + everything they get + testimonials to overcome it
 - Will the course work for me?:** "Will this business model actually work in my niche? Can I achieve success, even if I am a beginner or already active in the industry?" ✓
 1. I will have to tell them that my client used it in 4 niches and that she has 75 of her students using it in various niches
 - Lack of Time:** "Will I have time to implement all these techniques? I don't want to spend long hours on it." ✓
 1. I have to tell them that their success depends on how much time they can dedicate, but 2 hours a day is bare minimum in order to get results in a good amount of time
 - Course Complexity:** "Won't the course be too complicated? Can I handle the technical aspects of business automation?" ✓
 1. Overcome it using testimonials
 - Doubts About Success:** "Is it really possible? Can I really achieve the results described?" ✓
 1. Overcome it by saying that it is proven and tested, and by adding guarantees
 - Ineffectiveness of Previous Courses:** "I have already bought courses that promised similar results, but none worked. Why should this course be different?" ✓
 1. Tell them that the only real way to know it is by actually buying the course, remind that they have a guarantee
 - Too Good to Be True:** "Isn't an automated business that works without my active work too optimistic an assumption?" ✓

1. Tell them that it is true, refer to all the big business running on autopilot because of employees and connect it back to their situation showing automations as their employees
- viii. **Required Work and Commitment:** "Will I really be able to work less and achieve more? Or might it require more effort than it seems?" 
 1. Agree to the objection that it WILL TAKE TIME in the first place, but after they get the systems sorted out it becomes easy.
- ix. **Speed of Results:** "How long will it take me to achieve results? Will it be quick, or a long-term process?" 
 1. Give them a real estimate time.
- x. **Do I have enough skills?:** "Do I have enough knowledge and skills to start successfully?" 
 1. Testimonials + tell them that all the tools she presents are made for beginners + everything in this course is laid out in a simple to apply way
- xi. **Fear of Technology and Tools:** "Will I be able to handle automation, CRM, and other technical tools?" 
 1. Same as above
- xii. **Limited spots in PRO version:** "Is it worth paying more for mentoring? Will Klaudia really pay attention to me, or is it just a marketing tactic?" 
 1. It's up to them.
- xiii. **I don't have enough money** 
 1. I can tell them that instead of spending that money on xyz, they can invest it into the course.

h. **Awareness** (highlight one of the available options below with **yellow**):

i. **Level 4 (Product-Aware):** Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.

i. **Sophistication** (highlight one of the available options below with **yellow**):

i. **Stage 5 (Market is Tired of EVERYTHING):** Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire

Most of the competitors are using level 4 headlines, but market is already transitioning to level 5 because of what the people say:

"I got lost. I stopped trusting coaches"

"I lack the knowledge. In the internet all of the experts say the same thing, so at the end, nothing valuable"

j. **Three Pillars** (Finally - movable "Will they buy/act?" Canva diagram where you're with EDITING access 🍌🍌🍌)

<https://www.canva.com/design/DAGOgqvEkQA/SH44zLUYKwXA10awF4da2w/edit>

k. **Type of Attention** (pick the appropriate and delete the other)

- i. **PASSIVE** - Use evolutionary triggers to stop their flow and arouse their attention, connect with existing desire or solution or product, continue with the persuasion.



🚩 **Where do I want them to go? (Actions I want them to take throughout my copy)** 🚩

- Read headline
- Read through the copy
- Evaluate to buy the product
- Buy the product.

🤔👉 What steps (experiences) do they need to go through to go from where they are to where I want them to go? 🤔👉

THIS IS THE SALES PAGE I WAS MODELLING, AND THE STEPS FROM IT NOT THE ACTUAL COPY

<https://mariawendt.samcart.com/products/passive-income-business-for-instagram/?el=lb&htrafficsource=ig>

Here is the broken down sales page and how I can apply it on my page. (THIS IS NOT THE COPY)

1. Headline
 - a. Get My Entire Passive Income With Instagram Business Model*
 - i. Tease mechanism
 - ii. Arouse curiosity
 - iii. Bring desire up because of name of mechanism
 - b. learn how I sell 2500+ digital products per month, all completely on autopilot
 - i. Learn how I do {dream state}
 - ii. Brings perceived effort down
 - iii. Brings perceived likelihood of success, belief in idea up
 - iv. Arouses curiosity.
 - c. Currently on sale!*&ol style="list-style-type: none;"> - i. Scarcity, urgency
2. Photo of product
 - a. Bold colours, objective beauty, dream state (likes, comments etc.) name of mechanism
3. "Perfect if you're a complete beginner to making passive income (includes everything you need!)
 - a. Decreases effort and sacrifice, increases dream state and perceived likelihood of success
 - b. Increases belief in idea
 - c. "It's for everybody, even beginners"
4. CTA - "Unlock my entire passive income biz!"
 - a. CTA leveraging her dream state
5. What's included?
 - a. My entire system for making passive income with Instagram (\$200k+ each month!)
 - i. Decreases perceived effort and sacrifice
 - ii. Increases likelihood of success
 - iii. Leverages dream state
 - iv. Increases belief in idea
 - v. Leverages trust

- vi. Curiosity
- b. A complete & thorough guide to selling insanely popular digital products that everyone wants (*works for EVERY industry!*)
 - i. Leverages dream state
 - ii. Increases perceived likelihood of success
 - iii. Increases value and belief in idea
- c. My step-by-step process to leveraging Instagram to send you thousands of customers for free (I enroll about *2500 customers per month.*)
 - i. Decreases perceived effort and sacrifice
 - ii. Leverages their dream state
 - iii. Interesting mechanism
- d. The opportunity to access everything you need to get more money per customer, aka more profit in your bank account. (I went from getting \$24 per customer to \$400 per customer!)
 - i. Interesting mechanism (through rewording)
 - ii. Increases perceived likelihood of success
 - iii. Increases value
 - iv. Leverages dream state
- e. A complete breakdown on how to simplify your business so you only need to work 10 hours per week (critical if you want passive income!)
 - i. Decreases perceived effort, sacrifice and time
 - ii. Leverages dream state
 - iii. Amplifies curiosity
- 6. Price anchoring
- 7. CTA - "Yes! I'm ready for passive income"!
 - a. Leverages dream state
- 8. Success story dump
- 9. CTA - "Ok, I'm in!"
 - a. Short, catchy CTA. Exactly what the reader would think right now.
- 10. Objection handling
 - a. *BTW, can this work if I don't really have any followers?*
 - i. Biggest objection, written in a normal, friendly tone which makes the people turn off their sales guard
 - b. Yes!! I created a brand new Instagram account to prove this works even if you don't have ANY followers at all. My brand new account had 0 followers and no one knew about it. *Within 3 DAYS on this brand new account, I had a reel pop off AND make me \$735. \$0-\$735 in 3 days!!!! (Btw, most of my students have less than 500 followers, so you're fine.)*
 - i. Handles the objection by telling them about a test she ran and social proof from her students
 - 1. I can use the same with the objection of "Can this work in my niche"?

11. FAQ's

- a. List of 10 FAQ's that talk about the product.
 - i. Maria, do you really pull \$200,000 per month while only working a few hours per week? - Trust-based objection
 - ii. Do you really teach this in a simple step-by-step tutorial style? - Objection about the product, tells them that she teaches it step by step
 - iii. Is this for beginners or more advanced? - Qualifies people
 - iv. What's the difference between this course and your popular "24 courses for \$24 bundle"? - Objection about her previous course
 - v. Does this course teach that MRR (or Master Resell Rights) I've been hearing about? - Objection about another popular business model
 - vi. Does this require paid ads to work? - Common objections, people fear burning money
 - vii. Do I need a lot of Instagram followers for this to work? - Common objection
 - viii. Can this course show me how to take some of my coaching content & turn it into a low-ticket offer to make passive income? - Question they might be asking themselves, she answers it using a PAS copy
 - ix. Will this work for my industry? - Common objection
 - x. Do you show me how to grow organically my Instagram followers? - Objection, she handles it by directing the attention towards the money getting aspect.

12. CTA - Sign me up, I'm ready!

- a. What they might be thinking

13. Want to see a sneak peak of the course?

- a. Curiosity-based
- b. Video
 - i. First she reinforces the belief that **they can do it**, which gives them motivation
 - ii. Then she leverages her previous journey of helping a lot of people with info from this course and to increase trust

- iii. Then she promises them that **this will change their life** in a nice, persuasive tone.
- iv. Then she tells them that she gives them EVERYTHING they need to succeed.
- v. Then she tells them that it's up to them to make it succeed, that they have to put in the work although everything is given to them on a silver platter.
- vi. Then she makes them wait and after 15 seconds she gives them a quote of "They lack the character traits to implement the tactics", then she relates it to the them that they have all the tactics in this course, they just need the character traits to implement them
- vii. Then she leverages dream state, that this can help them sell 3k a day with low-ticket items.
- viii. Then she begs them to be a person that implements.
- ix. The she assures that she has done her part and now it's time for them to work.
- x. Then she assures them for the 3rd time that this will change their life
 - 1. This is probably the first lesson of the course.
 - a. Makes them future pace into owning the course

14. HSO with a twist

- a. I run a passive income business so my sister Rose & I can stay home & give our babies an affluent & abundant life.
 - i. Intro to the HSO, it leverages the dream state of her audience.
- b. Photo of her and her sister
 - i. Increases trust, shows the struggle because of black and white colours
- c. But this is our why. Yours might be different. Why do you want passive income?
 - i. Makes it about them and their goals
 - ii. Makes them think about their goals which increases their perceived dream state
- d. If you got \$200,000 deposited in your bank account, what would you do with it?
 - i. Rhetorical question about their dream state
 - ii. Makes them future pace
- e. Bullet list of what they would do
 - i. Most likely common mini dream experiences of her audience
- f. Ok, now what would you do with \$200k the NEXT month? (*Remember, I make \$200,000 every single month!*)
 - i. Makes the future pace even stronger, increasing the desire.
- g. Bullet list of what they'd do
 - i. Most likely their long-term goals
- h. There's too much you're missing by NOT having a successful passive income business, come join us.
 - i. Scarcity close play

15. CTA

16. Order to buy

17. Cross-sell

I'll take this modelled sales page and implement these changes:

- List out what the product includes below the checkout
- Provide a link to the map or embed a whole map instead of the "sneak peak into the course" as they had already gotten that in the email

 **Copy Format? (DIC/PAS/HSO)** Highlight the appropriate format in **yellow** 

- DIC
- PAS
- HSO

4U **Headline/Subject Line 4U's Formula:** **4U**

- ☐ Urgent
- ☐ Unique
- ☒ Useful
- ☒ Ultra-Specific

PERSONAL ANALYSIS

Potential Anchors:

Map to Success (Email: "Map. Your #1 Guide to Success"):

- On the sales page, you can refer to the course as a "map" to success. You've previously written about how without a map, one cannot find treasure. In this case, the course is that map, leading to business automation, profit generation, and financial freedom.

Mentor (Email: "Mentor... Your Secret Weapon on the Road to Success"):

- Refer to the importance of a mentor who will help achieve success faster, as mentioned in this email. Show that the course is not just a collection of information but provides direct mentorship support, especially in the PRO version. Use personal engagement as proof of value.

Examples Janek vs Marek (Email: "You vs. the Entrepreneur Making 10k+/Month"):

- You can return to this contrast, emphasizing that choosing the course allows anyone to become "Marek," a person who earns through smart business decisions. Only those who take the right steps (buy the course and automate their business) achieve success.

Mindset Change (Email: "Mindset - The Key to Financial Freedom"):

- Repeat the message about the importance of the right mindset. The course not only teaches techniques but also helps change the way of thinking, which is crucial for achieving success in autopilot business.

Fear of Failure (Email: "Fear of Failure..."):

- You can remind how important it is to act despite fear. On the sales page, show that the course addresses participants' fears, helps them overcome fear, and provides tools for action, even in uncertain situations.

Choosing a Niche (Email: "Ask Yourself These 4 Questions... and Get a Profitable Niche"):

- Emphasize that the course will help participants find the right niche, which is the foundation of every profitable online business. Refer to the fact that you have already discussed how to choose a lucrative niche, and now the course will provide more detailed tools.

Automation (Email: "Automated Business..."):

- On the sales page, repeat the key message from this email: automation as a path to freedom and greater profits. The course offers ready-made tools and strategies to shift from manual business management to earning in autopilot mode.

Value from the Course (Social Proof) (Email: "Should You Create Your Own Online Course?" and "Mentor... Your Secret Weapon on the Road to Success"):

- Use reviews from satisfied customers, like in the email with Agnieszka's opinion, to strengthen the message about the course's effectiveness. Add more such testimonials on the sales page to increase trust and reduce concerns.

IMPORTANT: They are coming from this email.

 Sales email

ANGLES PRESENTED IN THIS EMAIL:

- Map and mentor - shortcuts to success
- This product will help you create a “hands-off” online business that will earn you money 24/7, giving you freedom and peace of mind

Here's the entire sequence

 Whole email campaign

Value equation:

Perceived Value: High, due to comprehensive training, ready-made templates, expert coaching, and potential for financial freedom.

Perceived Cost: Moderate to low, considering the payment plans and the value provided. The emotional cost is addressed with testimonials and risk reversals.

Perceived Likelihood of Success: High, with proven results, personalized coaching, and a clear, step-by-step system.

Time Delay to Results: Low to moderate, with tools designed for immediate implementation and realistic timelines provided.

BEFORE YOU START REVIEWING

Please read the “sales email” above to understand what they are proposed and where they are coming from

 **ACTUAL COPY/ASSET:** 

HEADLINE VARIATIONS

**The Plug-And-Play System Even Non-techie
Entrepreneurs Can Implement To Make 5-10K PLN a
Month Online In Under 6 Months...**

Discover a framework that **simplifies building an automated online business** by giving you ready-made resources and proven strategies so you can **start moving toward the freedom you've been dreaming of.**

[visual diagram of left slots]

Limited spots for mentoring available*



Whether you've been hoping to break free from your 9-5 job, or feeling overwhelmed by the complexity of building an online business, or stuck trying to expand your current venture, you're not alone.

Many entrepreneurs face these same challenges—feeling lost, lacking the right guidance, or simply not knowing where to start.

This is where my step-by-step blueprint comes in. It's designed to take the time-consuming and frustrating work out of building an online business, by giving

you straightforward, easy-to-follow tools like pre-built website templates, easy-to-understand automation scripts, and copy-paste marketing funnels.

As you are reading this, more than 75 entrepreneurs have used those exact tools to create businesses that earn income even while they sleep. You will get to know what they think of it later down this page.

What will you be receiving?

- A **step-by-step guide** to creating your digital product that your audience will fall in love with (Works for EVERY online business niche)
- The life-saving lessons from my {number} of terrifying failures so that **you** could **avoid them**.
- The **secret** to creating an efficient **content plan** that takes **minimal time to implement** and makes people **feel like they have to claim a spot on your email list NOW!**
- A **confidential method** of using Social Media that doesn't require spending hours a day posting content **and allows you to acquire hundreds of customers every month**.
- My **Super secret formula** for transforming a YouTube channel into an evergreen client magnet, so the videos you create in the **next month** will continue to sell your products **for years to come**.
- {number} **professional looking website templates** that allow you to create your own **high-converting page** in less

than **3 hours!** (Without the need to use emotionally draining tools like Wordpress)

→ {number} verified **nurture and sales** email templates and {number} **key strategies** for **making thousands** from just one **sales email template**.

→ Proven **plug-and-play funnels** that took my income from X to Y in Z - just copy-paste them into your business, and watch **stacks** of money being **thrown your way...**

→ A step-by-step business automation blueprint that allows you to achieve the **4-hour workday and location independence**

→ Access to an exclusive Facebook group of dedicated & like-minded entrepreneurs, that will be **more than keen to help you along the way**. (And access to monthly Q&A calls happening there)

→ **PLUS** access to me as your **mentor** in form of 5x1 hour 1:1 calls and 6 months of 1:1 email correspondence so you can get personal guidance from me to make your business can grow **even quicker** (Reserved just for the most dedicated students who won't give up halfway through the program because they joined the PRO version.)

→ And much more game-changing **practical knowledge** and **insider strategies** from my 7 years of success in **business automation...**

[I want to enroll!](#)

See what some of the course participants have to say:

"As you go through the stages and see your course taking shape, you realize that you can accomplish this project, even though at first it seemed overwhelming. With Klaudia's course, anyone can do it". - A genuine testimonial, see below...

"Klaudia not only showed me the entire process of creating and selling an online course, but she also did all the hardest work for me! She eliminated all challenges related to the course platform and sales page. These were my biggest obstacles when I thought about creating my own product for sale.

Thanks to the provided templates, I was able to quickly build my course, configure all the sales pages, including thank you pages and upsell, which I had no idea about before. As a result, I have a fully functional sales funnel without needing any technical knowledge. I literally downloaded the templates to my system, copied and pasted my own information, and started selling my course!

I was quite surprised when I started installing the templates. I didn't expect there to be so many, so professionally done, and so comprehensive. Thank you and I wholeheartedly recommend it!"

Anna Warpechowska, Entrepreneur

"I am a wedding planner, living in Tenerife, and for several years I have been organizing weddings and other events for couples here. Organizing these events is my passion. I came up with the idea that I could expand my business and passion by creating a course to help couples organize their dream wedding day. It was also supposed to be an additional income for me, complementing my wedding business in Tenerife. Unfortunately, I had no idea how to do it or where to start. My technical knowledge in creating an online business was at zero, and that really blocked me from starting to create the course. I was afraid that I wouldn't be able to handle all the technical aspects of creating the course, promoting, and selling it, etc. Luckily, I came across Klaudia and her amazing

course: 'Business on Autopilot'. I wholeheartedly recommend this course! Klaudia presents all the information very clearly and simply!

There is a lot of knowledge and value, which thanks to Klaudia and her simple way of explaining, is very easy to implement. Klaudia presented only the essentials in the course, but she also thought about every aspect of the business. The course not only includes a module on how to create a course, but also a module on mindset, on creating your own website, on promoting the course both organically and through ads. Everything is served on a platter. Thanks to this course, I have already created my course, am working on my mindset, on YouTube, and planning to launch ads. This is a huge leap for me!

I, a completely inexperienced and non-technical person, am creating an online business :) A very valuable course! I am sure it will help many people start and earn online! Klaudia, you are amazing! I recommend it to everyone who dreams of an online business but doesn't know where to start and how to do it."

Katarzyna Smolka, Wedding Planner

"I have been working as a Wedding Planner for many years and I love what I do. I wanted to share my knowledge and help future couples navigate the wedding planning process, which is where the idea of creating a course came from. The problem was, I had no idea how to go about it. The course prepared by Klaudia is the best answer to all my doubts. It contains a lot of practical knowledge, all organized in a logical order. The information is presented in an easy-to-understand way. Klaudia helps to prepare the course step by step, from preparing the material to presenting and posting the course on the platform, ending with promotion and sales. As you go through the stages and see your course taking shape, you realize that you can accomplish this project, even though at first it seemed overwhelming. With Klaudia's course, anyone can do it. I wholeheartedly recommend this course and thank Klaudia for its substantive and professional preparation."

Ania Śron, Wedding Planner & Entrepreneur

"Klaudia's course is really well-written in terms of content, and the course material is fantastic. Her course not only shows how to build an online business but also teaches how to effectively use email marketing and content marketing. The content provided has been incredibly valuable for my work. Especially since I

am someone who is just starting to work in the virtual space. This course has changed my approach to working online! Thanks to Klaudia's teachings, I now know how to effectively and quickly acquire clients through social media and build automated sales funnels. As you go through this course step by step, you can see that Klaudia really knows what she's doing. I highly recommend it!

Agata Ryżak, Early Childhood and Preschool Teacher

"Fantastic value! Klaudia really knows what she's talking about; you can see the professionalism and experience. Her course not only shows how to build an online business but also teaches how to sell effectively on autopilot. I highly recommend it."

Wioletta P., Entrepreneur

[Ok, I want to create a business on autopilot that will make me 6 figures.](#)

Does this really work for every niche?

The system I'm sharing in this product is the result of over 7 years of my experience in running online businesses.

It's the exact same system I've successfully applied to my thriving businesses in four completely different industries:

- MLM
- Real estate (LoveExplore)
- Event management (CudNaTeneryfie)
- Business coaching.

This system actively helps me **generate an income that grows with each month** while working only 4 hours a day.

My **business coaching business**, for example, generates me over **40.000 PLN a month** - and it was grown to that level in just **18 months** after applying the blueprint that I am showing you here.

18 months can seem like a lot, but it's because of 2 things:

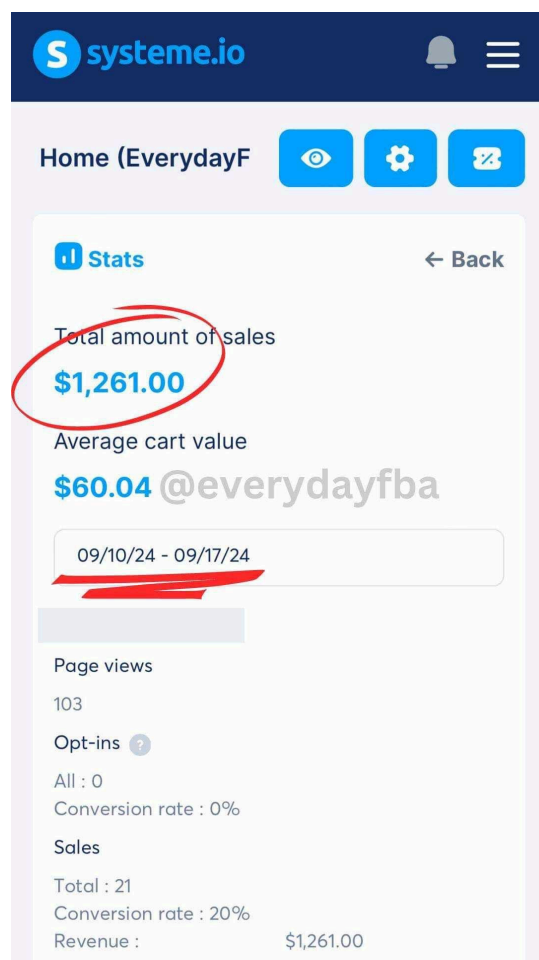
- 1) I was growing this business from basically 0 (You will too)
- 2) I was still **testing** this system (You will not have to do that).

I made a lot of mistakes along the way, but this was the whole point of creating that business.

Making these mistakes allowed me to make **this course mistake-proof**. (And create a business that will bring me automated profit for the next years to come)

Because of that, I am pretty darn confident, that if you really commit to the process you can aim for a **10,000 PLN monthly income within the first 6 months** of applying the knowledge in this course to your business.

Look at what Beata achieved in just 3 months.



That's 5.000 PLN in just a WEEK, 3 months after starting to implement my knowledge!

See what she has to say:

“Mam na imię Beata i jestem Dietetykiem Małych Dzieci. Do Klaudii trafiłam przypadkiem, próbując ułatwić sobie życie. Otóż miałam już napisane ebooki, miałam nagrany kurs i przerażały mnie aspekty techniczne zakładania WordPressie, łączenia wtyczek, bramek... Nie jestem techniczna i wspomniany przypadek sprawił, że dowiedziałam się o platformie all-in-one, którą poleca Klaudia. Pomyślałam sobie, że skoro ktoś, kto zna się na rzeczy i robi to od lat, mówi, że to jest łatwe to ja nie będę tracić czasu na WP i naukę od zera. Wiadomo, że nic nie zrobi się samo, ale startując jako laik, po 2 tygodniach miałam swój sklep, stronę internetową i pierwsze zakupy. Kontakt z Klaudią łatwy, zawsze odpowiada na pytania i co ważne, dogrywa tutoriale, z nowościami i aspektami ważnymi dla kursantów. Osobiście korzystam z kursu tylko z 2

modułów - dotyczących platformy oraz YouTube i jestem z nich bardzo zadowolona. Wiem, że zaoszczędziły mi dużo godzin pracy. A satysfakcja przychodzi wtedy, kiedy naprawdę nasz biznes nabiera automatyzacji, jak np wczoraj kiedy dostałam maila, że moja klientka dokonała zakupów o 5.32, kiedy ja jeszcze spałam. System zadziałał z automatu, pieniądze wpłynęły, a klientka dostała produkt. To właśnie jest automatyzacja!”

Which version will you pick?

Standard	PRO
7 Practical modules of the “Business on autopilot” course	Limited spots left - {number} left! 7 Practical modules of the “Business on autopilot” course
Bonuses worth more than 10.000 PLN (Like ready-made, copy-paste proven funnels)	Bonuses worth more than 10.000 PLN (Like ready-made, copy-paste proven funnels)
Me as your unfair advantage - a personal mentor.	Me as your unfair advantage - a personal mentor.
Individual coaching (5 hours of 1:1 lessons)	Individual coaching (5 hours of 1:1 lessons)
E-mail consultations for 6 months after purchase	Private e-mail consultations with me for 6 months after purchase
COST - 2997 PLN	Cost - 4997 PLN
OR	OR
597 PLN a month for 6 months	897 PLN a month for 6 months

[YES! I'm finally ready to achieve financial freedom!](#)

REMEMBER: if, after buying this program, you think that the value presented is not equal to what you paid, you can always send me an email at [email] asking for a refund, and you'll get 100% of your money back, no questions asked!

(No one asked for a refund yet)

FAQs

- **Klaudia, do you really earn 40k a month using these systems?**

Yes, and not just 40k a month, it's 40k a month **from just one business**. Here's a screenshot for proof.

- **Do you really teach it in a simple, practical way?**

Yep, simplicity and practicality are at the core of my teaching method. As one student put it, "Every module is discussed in detail, and by the end of each section, I know exactly what to implement for a specific effect." My goal is to make complex concepts easily actionable - you can see it for yourself if you watch any of my YouTube tutorials.

- **Is this for beginners or advanced?**

It is for everyone that wants to achieve freedom of finance, time and place. It doesn't matter if you are just starting in business, or if you have an offer (even as an offline business) you can still use my product, and leverage your expertise to launch your own product and make your dreams come true!

- **Will this involve spending a lot of time on Instagram?**

Let's be real, the time where Instagram ruled is nearing. It's been

on top for so long, that everyone's been using it lately. EVERYONE. This makes it hard to blow up and outcompete your competition. Instead of focusing on Instagram, I teach you other organic wealth creation methods, like Youtube (because it's getting more and more popular) or using Google Browser Positioning (SEO). Of course, you still will be using Instagram, but no, my methods do not involve spending hours on it.

- Does it require paid ads to work?

Not at all! You can create your business 100% on organic using my advice in the course. In fact, for the first 5 years my business (MLM) was solely organic, it was just recently that I decided to experiment with ads.

Of course, I included lessons on how to run ads if you would ever want to do that, but no, they are not necessary.

- Will I be able to handle all the new tools you give me?

Yes! I've reduced the amount of tools you need to learn in this course to the **bare minimum**, and picked only the ones that are **easy to learn**, so you can spend **less time learning and more time on taking action**.

- AM I TOO OLD?

Age is just a number in the world of business. Remember Colonel Sanders of KFC? He found success at 73. This program is about leveraging your expertise in various topics and turning it into a thriving business, no matter your age.

- I already participated in a lot of courses that did not bring me results. How do I know this will be different?

I get it—there's a lot of noise out there. What sets this program

apart is the actionable nature and real-world testing across multiple industries. And with the 14-day guarantee, you can explore the system risk-free to see if it aligns with your goals.

- **Is the term of “automated business that works even if I don’t” not overexaggerated?**

It's not an exaggeration. Automation isn't about doing nothing; it's about setting up systems that handle repetitive tasks. Think of it like McDonald's—while they have expensive staff that handles the tasks, your 'staff' would be 24/7 digital processes working tirelessly at a fraction of the cost.

- **Will I have the time to implement what you will teach me?**

Time is precious, especially if you're juggling a 9-5. The key is consistency. Even dedicating just 2 hours a day can make a difference, although achieving results that way will take you longer.

As for current business owners, this course is designed to streamline and optimize, so you're not adding more to your plate but working smarter.

- **I don't have the money. What should I do?**

I understand—it can be tough to find extra money, especially when life is filled with expenses. But let me ask you this: What's more important, a temporary indulgence or investing in a future that can change your life? Wealthy people know the value of investing in knowledge because it pays off in the long run.

Think of this program as an investment in your future and the future of your family. If I were in your shoes, I'd consider making that investment to start building the life I want. And remember, you have a safety net—you can try the program for 14 days, and

if it's not for you, you can get a full refund. So really, you have nothing to lose and everything to gain.

If you have any additional questions, feel free to shoot me an email at [email]

[I'm ready, sign me up!](#)

{Revenue this system generated for me}
{Students that used this course to create their own automated business}
{Revenue generated (in total)}
{Clients closed (in total)}

Here's a sneakpeek of the course

[4 images or a video showcasing the course and what's inside]

[I'm in!](#)

I run **multiple** automated businesses, so that my son Kacperek can live a happy, abundant life...

[Photo of her with her son]

But this is mine why. Yours might vary. Why do you want financial freedom and an automated business?

If you've got 40.000 PLN in your bank account today, what would you do with it?

- **Clear your debts** and relieve financial stress?
- **Upgrade your car** to something more reliable or luxurious?
- **Take your family** on that dream vacation to Greece, or to the mountains or by the sea?
- **Reinvest** into your business to fuel its growth?

Ok, Now imagine 40,000 PLN arriving in your bank account every single month (Remember - I earn more than 40.000/month using this system).

What would you, a top 1% entrepreneur do then?

- Start **saving to build your dream home**?
- **Donate** to causes close to your heart?
- **Secure your children's future** with a solid financial foundation?
- **Learn investing** to multiply your wealth and create a legacy?

There's too much your missing out on **NOT** using my product to achieve financial freedom. **MAKE IT CHANGE.**

[Let me in!](#)

How does the “roadmap to success” look like with my product?

https://www.canva.com/design/DAGQvUqIFoU/UL6fkLlczLH_ZHqRsdBXXA/edit?utm_content=DAGQvUqIFoU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

What **exactly** will you learn in this package?

1. The ultimate set of tools to **hack your mind** and prepare it for your **unstoppable success** in the online business world
2. An **Effortless, Step-by-step** guide to identifying your area of expertise and launching your first online course on a free platform.
3. The simple system to switch your digital products' sales from manual to autopilot.
4. {number} insider secrets to crafting high-converting sales funnels that can double or even triple your earnings in a matter of days.
5. The art of planning and executing effective sales campaigns that consistently drive record-breaking results.
6. The proven formula for a **five-figure** first product launch **without spending a dime on paid ads**.
7. How to craft irresistibly effective webinars that make your customers sell themselves on your product.
8. The {number} overlooked strategies and tips to build a system that attracts and retains customers effortlessly.

9. {number} of breakthrough tactics to grow an engaged audience in your email list that will be willing to **throw money at you.**
10. A little-known way to create strategic Social Media content that turns followers into customers **without wasting hours on it.**
11. One of the most effective ways to run a newsletter that subtly sells for you on autopilot, day after day.
12. The game-changing way of creating a stunning website without WordPress, all in just one day.
13. The best practices on writing blogs that boost your site's Google rankings and visibility drawn from **7 years of blogging experience.**
14. The ultimate method of launching your own YouTube channel and growing your audience of engaged superfans.
15. One of the most time-effective ways to record and edit videos that captivate and convert every time.
16. The {number} of top-performing video types to share on your YouTube channel to drive maximum impact and results.
17. The no-nonsense guide to start earning passively through affiliate marketing if you don't want to go the influencer-entrepreneur route.

18. How to cleverly create a business fueled by automated affiliate partnerships.

19. How to set up a successful affiliate program that delegates the growth of your business to other people.

20. PLUS exclusive access to a Facebook group of like-minded entrepreneurs, ready to answer your questions and support your journey.

I know how you feel right now.

You feel a mix of urgency, a mix of the “This can be it. This can really change my life and help me achieve my dream” feel.

But at the same time, you feel doubt. Uncertainty. The “What if it’s another disappointment?” type of feeling...

Look.

I’ve been in your shoes. I’ve bought courses in the past too. I was questioning every investment I made in my journey.

Some courses helped me, others didn't.

But here's what I've learned: True growth happens when you push through doubt and take action despite the fear.

That's why I've created this course as a '**map to success**'—a collection of my most valuable lessons from the past 7 years.

It's already helped 75+ people like you move past their doubts and start building the life they desire.

And to ease your mind, there's a 14-day trial period. Go through the first lessons, experience the value, and if it's not for you, no questions asked—I'll send your money back.

Now, I want you to imagine something...

Imagine 20-50 years from now...

You're looking back on your life, and you can't help but wonder about the paths you didn't take.

You feel regret...

Regret that you didn't fulfill your dreams...

Regret that you didn't live your life the way you wanted, but the way you were told to...

But what if you could look back one day and feel fulfilled, knowing you took action and created the life you will always want?

[Make. It. Happen.](#)

