

Push ups Link:

<https://rumble.com/v45ma9i-100-push-ups-copy-aikido.html>

Context: Niche: Life coaching, "For women with anorexia and those who are constantly binge eating." She has a low - mid - high ticket, so I think the best solution for her would be to increase her reach through paid advertising.

Four questions:

Who Am I Talking To?

Mainly women who have already tried to change their eating habits,

AVATAR: Sarah, 23, has a problem with anorexia, she fell into it during school after losing enough weight to squeeze into a prom dress, She knew she had a problem but after a restrictive diet she gained even more weight, and again wanted to lose weight the same way. And the circle keeps turning. Fed up with her life so far, she can't find peace in her life because she is socially unaccepted because of it. She tried various online diets but none of them worked.

Where Are They Now?

Mainly they are in an "emotional hole" and don't feel safe, have their self-confidence destroyed and barely believe that it is possible to live a normal life. They don't believe they can be helped to recover from this problem.

Dream state: a beautiful figure they are able to maintain, and activity as well as eating habits make them happy. Longing for normalcy and peace of mind in relation to food. A desire to discover true self-confidence that is not tied to appearance or calorie intake.

Fears: Loss of self-control and control over one's body. Non-acceptance of self and Growing Anxiety. Fear of failure in subsequent attempts to change eating habits. Fear of worsening eating problems. Uncertainty about being able to achieve a goal without returning to negative patterns.

What Do I Want Them To Do?

I want them to buy mentoring (high ticket') and in the advertisement itself, I would like to set them up positively for the purchase, so that they don't treat this Mentoring as (another expense) but as an investment in themselves that will bring them real results. If they don't have that much money to buy the mentoring, I want them to have the option to buy another product such as a course or mini training.

What Are The Steps They Need To Experience To Take Action?

1. Awareness of the problem/self-reflection
2. Convincing that it has helped several hundred people - seeing the results of others
3. Setting a challenge, encouraging you to take the first step toward change.
4. A strong sense of desire in the relationship to change oneself
5. Emphasizing the availability of specialists and therapists who specialize in treating anorexia.
6. Showing that there is a path to change and a healthy life.
7. Understanding what the real consequences of long-term restrictive diets are.
8. Emphasizing that any conversation will be conducted with respect and understanding.
9. Encouraging people to proceed at a pace that feels right for them.

Roadblocks & Solution

Sophistication: problem-aware and solution-aware but product-unaware

Roadblock:

Sarah is experiencing an inner conflict between a strong desire to make changes in her life and equally intense fears of possibly returning to the deeper bottom of her difficulties.

Solution:

Implement a mentoring or coaching program.

This program can offer one-on-one support in overcoming inner conflict by providing tools and strategies to help identify and overcome fears.

A mentor can support decision-making, build confidence, and help develop coping skills.

This will provide Sarah with support during difficult moments, making it easier for her to take steps toward change.

I wanted to do three completely different formats of SIMILAR advertising, (first time writing text for FB AD)

Best Personal Analysis (copy's weaknesses/how to improve)

FB AD EXAMPLE 1

I think it looks more like a post and not an ad, I think I wrote out the Mentoring Activity too long, and I could have played more on desires/fear to create more desire.... The headline could be improved, so could the first lines of text.

I could have made a clearer and more appealing CTA I could have gone more D-I-C

I made this AD similar looking to most of the posts that life coaches send out

FB AD EXAMPLE 2

I think it would have been possible to write it shorter and focus more on desires, I think I could have squeezed in a line here that builds confidence and represents how this mentoring works.

I haven't quite broken the pattern of thinking of the person I'm targeting this to. The biggest weakness of this copy in my opinion is

FB AD EXAMPLE 3

Certainly a better developed headline and greater evocation of intrigue. I'm not entirely sure that Presenting what mentoring is all about in this format is a good thing, and that it accidentally looks sales y. Chances are that most people have probably seen such or similar cta, and that may be the biggest weakness of this copy.

COPY:

FB AD EXAMPLE 1

Headline: I have the courage to make a positive change in my life

Check this out if you have the courage to make a positive change in your life....

Hi, my name is Anna and I am helping a person like you to end your food nightmare and once and for all end the "miracle diets" and their yo-yo effect.

For more than a dozen years I have been working on how to help people like you, Analyzing hundreds of scientific articles, I have created my mentoring, which has helped thousands of women who CLAIMED they could not be helped.

How does this mentoring work?

1 Intensive Start - "Intensive":

- The first week consists of four Zoom meetings, one hour each.
- Purpose: To get out of the usual ruts of thought, to work intensively on change.

2. Problem Solving:

- Often you have already solved your problems after the "Intensive."
- Subsequent sessions are used to deeply understand and solidify your progress.

3. Weekly Sessions:

- After an intensive start, we move to regular meetings once a week.

4 Constant Contact:

- We stay in constant contact on the instant messenger of your choice (Zoom, Messenger, Instagram).
- Anna is available, answers questions and supports you in difficult times.

5 Additional Support:

- Anna sometimes sends additional materials to read or watch.
- The focus is on conversations, and the materials are a supplement, not the main element.

6. Value in Conversations:

- The greatest value is in our conversations, which have a revolutionary impact on your life.

Your life is not worth the pain. Sign up for mentoring and change your life once and for all ↓.

FB AD EXAMPLE 2

Headline: Do it for yourself.

Do you want to be the best version of yourself? /// Check this out if you want to be the best version of yourself....

Every woman wants to be beautiful, respected and live her life,
If you want to be the best version of yourself my mentoring is designed to help you do that!

🙄 The only thing that keeps us from talking is the places that are disappearing more and more every day....

If you WANT to say ENOUGH to your food-related powerlessness and want to reclaim your old, cool self and your old, cool life. Sign up for mentoring and Say Enough to your curses

Only until the end of [time lapse] the cost of mentoring is [xxxx].
Sound good? Then I don't understand why you haven't signed up yet!
I look forward to seeing you, Anna

PS. During your transformation I will lead you by the hand, I will be your guardian angel 😊....

FB AD EXAMPLE 3

Discover Your Best Version with Anna's Mentoring

☀️ Want to be the best version of yourself? It's that "Complicated" process of your transformation....

Mentoring with Anna - Your Path to Success:

1. 💡 Intensive Start:
 - Break out of stuck habits and direct your future.
2. 🌈 Problem Solving:
 - Successfully deal with life's challenges.
3. 🕒 Weekly Sessions:
 - Regular meetings, tailored to your time.
4. 📱 Constant Contact:
 - Access to Anna on IM when you need them.
5. 📚 Supplemental Support:
 - Resources to supplement your development journey.
6. 🗣️ Value in Conversations:
 - Influential conversations that change your life.

For the next [X] days, there is a promotion [e.g. -10%], Sign up now [↓](#)
[Learn More - Click Here]

PS: Anna's mentoring is the key to discovering the best version of yourself. Start your transformation today!