

This review is for my own copywriting business, so any advice on my business model would be appreciated as well

THE 4 Questions –

1. Who am I writing to?

- Men or Women?
 - *Either*
- Approximate Age range?
 - *25-40*
- Occupation?
 - *Business owner*
- Income level?
 - *Upper-Middle / Upper Class*
- Geographical location?
 - *USA*

2. Where are they now?

- What are they afraid of?
 - *They're missing out on revenue because they aren't properly advertising their business*
 - *Choosing the wrong marketing method and wasting time and/or money.*
 - *They fear their business won't be as successful as it could be with quality copywriting and marketing.*
- What are they angry about? Who are they angry at?
 - *They're angry at themselves for not spending more time marketing.*
- What are their top daily frustrations?
 - *They don't know how to effectively get attention to their business.*
 - *They don't know how to effectively monetize attention for their business.*
 - *They spend so much time on their business work they don't have an adequate amount of time to allocate to marketing their business.*
 - *They want to scale their business more but they can't do it themselves – They don't have the expertise or the time to get their business where they want it to be.*
 - *They don't know where they should be marketing their products – Between TikTok, IG, Facebook, Google, etc. they don't know what's the best option for their business and what would bring them the most revenue.*
 - *They're overwhelmed with all the different marketing avenues they could go down.*
 - *They feel lost in the digital marketing maze, unsure what strategies work and how to maximize ROI.*
- What are they embarrassed about?
 - *They feel inadequate about their marketing methods, website design and copy, etc. compared to other companies.*
 - *They don't know how to market effectively*
 - *Their business is dependent on one marketing platform*
 - *They aren't putting enough focus on marketing which is causing them to miss their business goals.*

- *They feel undervalued – Their business deserves more online attention and monetization but their current efforts aren't delivering.*
 - *Embarrassment about outdated online presence – They think their website looks tired, content is stale, social media is neglected.*
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
- *It makes them feel lost because they feel like they have to learn so much in order to successfully market their business themselves.*
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- *"We're not getting that consistent growth that we know we can get, but just don't have the right team on board for."*
 - *"I can't seem to figure out how to run Google Ads properly. I feel like I'm constantly wasting money and everyone knows I'm just messing around."*
 - *"I haven't touched my website in years, and it's stuck in the early 2000s. I'm too embarrassed to even admit it exists."*
 - *"All my competitors are using TikTok and Instagram Reels to reach their audience, and I'm still stuck on Facebook. I feel like such a dinosaur."*

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
- *They'd have marketing systems in place that ensure they're getting the most out of each customer*
 - *Their business can gain attention easily and effectively.*
 - *Their business can monetize attention easily and effectively.*
 - *They have someone they can trust marketing for them so they can focus on their main business objectives.*
 - *They have a website that converts like a dream, SEO dominance that drives qualified leads, and a thriving social media community.*
 - *Automated systems and data-driven strategies so they can focus on their core business operations.*
- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
- *Status – they want to be recognized as a leader in their industry, attracting top talent and securing big partnerships.*
 - *Proud – They want to know their brand is reaching its full potential and leaving a lasting impact on the market.*
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
- *"I could very quickly and easily hand over my google ads account to someone and have them set everything up."*
 - *"I've been running this business for 13 years now, really it's been in the last 6 months that we've had Luke we've increased our web sales by 400%."*
 - *"I can focus on the parts of the business that I need to focus on, and I know that I can trust that he knows what to do."*

- *“Being able to trust someone to just run with it and get results without having to check in everyday.”*
- *“I can trust that he knows what to do, he knows strategy, and he knows how to follow that strategy, and I can just sit and forget and move on, and focus on what I need to do.”*
- *“They were so transparent with me from the beginning... He was honest with me, and didn’t just tell me what I wanted to hear.”*
- *“I can trust that my google advertising is taken care of while I can focus on growth in different sectors of the company.”*

3. **What actions do I want them to take at the end of my copy?**

I want my website to serve as a credibility check.

There’s not going to be much traffic, so If someone comes on my website, before the click-off, I want them to be convinced that I can help them take their business to the next level.

Also, If I’m a copywriter, people need to be blown away by the copy on my website. It’s an opportunity to quickly prove to them I can do what I say I can do.

4. **What must they experience inside of my copy to go from where they are now to taking the action I want them to take?** What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

- Credibility & Authority
 - Show them how you’ve created these outcomes within your life and other people’s lives
 - Results, testimonials, social proof.
- Simple Logic
 - Giving them logical reasons to take action – small links to cause and effect.
- Claim → Proof
- Leveraging Social Proof – Show how this has helped other human beings
 - Testimonials
 - Case studies
- Will this work for me?
 - Say who the product is for
 - Are you X?

2. Have you been dealing with X?
- ii. Customer testimonials and copy that says exactly what the customer is thinking.
- f. Honesty
 - i. Tell the truth, and make sure they know you're telling the truth
 - ii. If you lie, or they think you're lying, it's game over
 - iii. Say something that's true about your product that isn't very good.
 1. "We've only been in business for a year, but we've done X in this short amount of time."

Readers' Roadblocks & Solutions–

Roadblocks

These people don't have time to do marketing and all the operational tasks for their financial businesses.

Because of this, they don't have effective marketing campaigns in place, and they're selling themselves short of the progress they could be making if they were to delegate their marketing.

Solution/Mechanism

My business is the solution to that problem because I can set up, manage, and run successful marketing campaigns. If the business owner partners with me, he can focus on his main business objective while I market his business.

Personal Review –

Confusing about what I do

- In the campus, It says I want to frame myself as a strategic marketing partner, so I never explicitly say I'm only a "copywriter" or "paid ads expert." The problem is I feel like prospects might get confused over what my business is – They don't know if I'm an agency, a marketing coach, a consultant, etc. and that could prevent them from working with me.
- Should I try to niche down into one specific area of marketing, or should I keep the frame of "strategic marketing partner?"

Too much filler writing

- I feel like in the “what we do” and “our solutions” sections there’s too much pointless writing where I explain things these people already know. Is this true? And if so, what should I write there instead?

I don’t use pain or time delay enough

- None of this copy really talks about the bottom half of the value equation. Most of it is increasing dream outcomes and perceived likelihood of success.

Not making big enough claims

- I'm a beginner copywriter, so I don't want to make any claims that I can't back up – I feel like this is causing me to write boring copy that isn't persuasive enough though.
- How can I make really big claims while not overpromising on my skill level?

The actual copy –

Here's my Website live if you want to see the design:

<https://www.staibmedia.com/>

Time For You To Get Serious About Marketing.

Revenue-Driven Digital Marketing Made for Financial-Service Businesses.

Get Your FREE Marketing Plan

Get Started with a FREE 30-Minute Marketing Audit & Plan!

Trust-Focused Partnerships

A Few Words From a Client

"Before Brendan reached out to me, a landing page with free value on my website was on the backburner for testing with users. He redesigned the copy and visuals for this important landing page to increase downloads, resulting in user preference for design and excitement to download the free value to increase by 13%."

Emily McSherry, Founder
Advize

Who We Work With

Financial Service Businesses. That's It.

We offer a marketing partnership model tailored to:

- **Financial Planners**
- **Real Estate Investment Agencies**
- **Accounting & Consulting Firms**

We understand the specific challenges and opportunities that come with running these businesses, and that's why we choose to work with them.

Our goal is simple — *to increase your revenue and give you a strategic, unfair marketing advantage over your competitors.*

[*Schedule Your FREE Audit*](#)

What We Do

Get Attention. Monetize Attention.

In a world filled with distractions, it's not about just getting attention—it's about turning that attention into meaning. Our strategies aim to captivate audiences and turn interested prospects into paying clients.

Run Ads. Make Money.

Running ads is more than getting clicks; it's a strategic move that can take your business from "doing well" to "flourishing."

We work to maximize your ad profitability by reaching the right people at the right time, so you can leave an impact on your customers that hits deeper than your competitors.

Get Your FREE Marketing Plan

What We Offer

Copywriting

Create compelling copy that resonates with your audience and turns ad-viewers into loyal customers.

Paid Ads

Maximize your ROAS with precision-targeted paid advertising campaigns that get your brand in front of the right people at the right moment.

Website Optimization

Improve your online presence and create a seamless website experience for your users that drives conversions and boosts performance.

Social Media Marketing

Bring in qualified, ready-to-buy leads with value-focused approaches to social media marketing and management.

Schedule Your FREE Audit

Our Solutions

✓ **Generate leads**

Every thriving business has a steady flow of qualified leads.

Our innovative marketing approach is designed to not only capture attention but also spark genuine interest and *create a pipeline of ready-to-buy leads*.

✓ **Boost Conversion Rate**

In a digital landscape where everyone is fighting for your prospect's attention, making every click count is crucial.

Our strategies go beyond attracting traffic — we focus on optimizing conversion rates for your ads *so your viewers become valued customers*.

✓ **Maximize ROAS**

Your marketing efforts shouldn't just be burnt expenses; they should be powerful investments.

Our tailored plans carefully align your goals with our goals so you can get the most from every dollar you spend on ads.

✓ **Increase Customer LTV**

We understand that the most successful financial planners in the U.S. focus on building long-lasting relationships with their clients.

Our approach extends past the initial transaction and focuses on increasing customer LTV, so your business can see success now and in the future.

Isn't it time for your business to compete with the top Players?

We're not just marketers; we're growth partners committed to taking your financial service business to the next level, so you can control more market share in your business's niche.

We only allow ourselves to work with a few businesses at a time to ensure each of our clients is getting a personalized experience that genuinely brings them more clients and increased revenue.

With each client, our objective is to deliver results while being transparent, managing their expectations, and simplifying the marketing process as much as possible.

That way, you don't have to check in with us daily and can focus on the client work that only you know how to do.

FREE 30-Minute Marketing Plan & Audit

<fillout form below>

Meet The Owner

<Insert headshot>

Brendan Staib
Founder, Staib Media

Student and entrepreneur dedicated to revolutionizing businesses through strategic marketing and transformative growth