

Product - Freelancing Manual by Dylan

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

- a. Using an email list get the reader to visit the website

 **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. Email List

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

- a.

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

- a. Name: -
- b. Gender: Either male or female
- c. Age Range: late teens or early twenties
- d. Occupation: Student
- e. Geographical Location: US
- f. Image: -

Where are they now?

- a. **Current Painful State (all the customer language you gathered from your research):**
 - i. They are problem aware
 - ii. Solution and Product unaware
 - iii. Need to make money - break away from the matrix, escape the 9-5
 - iv. Debt from student loans
 - v. No freedom - being told what to do
- b. **Desirable Dream State (all the customer language you gathered from your research):**
 - i. Freedom, having the time, location, money freedom
 - ii. Join the 1%
 - iii. Being a digital nomad, working from wherever they want
- c. **Where are they in the funnel right now (physically)?**
 - i. Signed up for a newsletter
- d. **Problem (what's stopping your market from living their dream state?):**
 - i. Lazy to start
 - ii. Too complicated to start
 - iii. Credibility
- e. **Solution (the unique mechanism that will allow your market to go to their dream state):**
 - i. The simplest method to get to where they want to go
 - ii. 10k/mth in 3 months
- f. **Product (your client's paid tool that helps the market enact the solution better, faster, with less risk, etc):**
 - i.
- g. **Awareness (highlight one of the available options below with yellow):**
 - i. **Level 1 (Problem-Unaware):** Catch their attention, then reveal hidden problem/need/desire.

- ii. **Level 2 (Problem-Aware):** Call out their problem then offer solution
- iii. **Level 3 (Solution-Aware):** Call out a known solution then offer product as best form of solution
- iv. **Level 4 (Product-Aware):** Buy Now, Urgency, Scarcity, Risk Reversal/Guarantees, Social Proof, Crank pain/desire/need, etc.

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

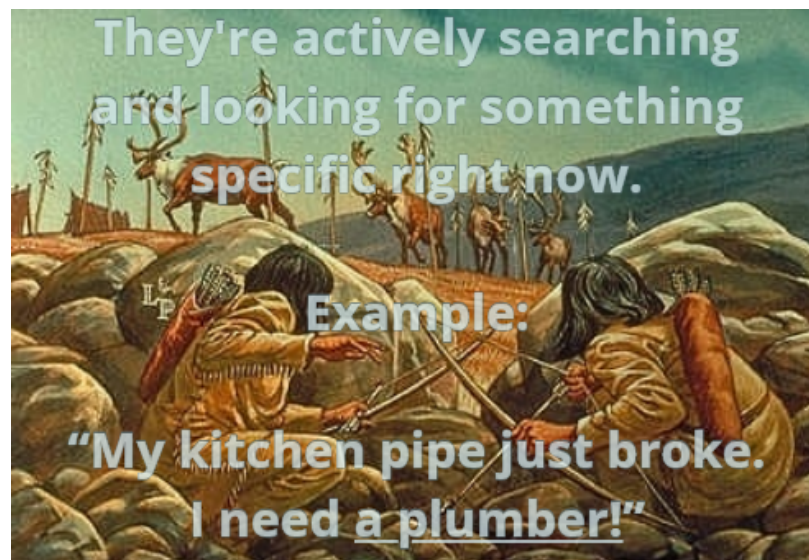
- i. **Stage 1 (First to Market):** Make a direct claim
- ii. **Stage 2 (Second to Market):** Make a bigger or better claim
- iii. **Stage 3 (Market Tires of Claims):** Lead with a unique/new mechanism
- iv. **Stage 4 (Market Tires of Your Mechanism):** Position your version of the mechanism as unique, bigger and better
- v. **Stage 5 (Market is Tired of EVERYTHING):** Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire

i. **Three Pillars** (Finally - movable “Will they buy/act?” Canva diagram where you’re with EDITING access 🖱️🖱️🖱️)

https://www.canva.com/design/DAGFs2mHCr8/nLYB-rj8Hd7N_xA8M5W7A/edit?utm_content=DAGFs2mHCr8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

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

- i. **ACTIVE** - Give/tease what they want, stand out from the crowd, maximize factors they’re using to evaluate between options, continue with the persuasion.



- ii. **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) 🏁

- a. Read the email and head to the sales page

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

- a.
 - i. Jealous that they can't have it
 - ii. Curious about why this might work
 - iii. Feel like it is the easiest way to get the solution

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

- a. DIC
- b. PAS
- c. HSO

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

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

ACTUAL COPY/ASSET:

(Let your creativity roam free! This is a rough, first draft.)



Subject Line 1: The SECRET to break free from the matrix 🤖

Subject Line 2: What the 99% do that you need to stop doing

Copy:

I wish I knew this sooner. At the age of 30, I earn more than you can fathom. I decide where I want to work from, Singapore, Venice, Paris, or Hungary.

I have FREEDOM.

I choose when I want to work.

And now I want you to experience this.

Imagine...

You could travel the world

Work when you want to work

Shop without having to look at the price tag

Retire your parents.

Turn that imagination of yours into a reality, and in 3 months you will be unrecognizable.

Join the hundreds of students who have bought this course and broken free.

I have made it so simple, all you have to do is watch the videos and apply it.

As an added bonus for the next 24 hours you will be automatically be added to our private community where you will be mentored personally and 10X your results.

Click on the link below and I'll see you on the other side.

>>> ENROL NOW

Version 2:

Subject Line: You have been lied to {firstname}

Copy:

They have failed you, {Siddharth}.

They have lied to you.

They have indoctrinated you.

And they've done it for centuries.

The worst part?

They've convinced everyone that they're doing all these things for OUR benefit.

'Go to school'

'Get a 9-5'

'Retire by 65'

'You must follow the system, Siddharth, at all costs'

They've suppressed the truth.

99% of people have just accepted the life they've been indoctrinated to lead.

Yet the truth will set you free.

So that is why I'm exposing it all.

>>>THE TRUTH

I'll see you on the other side

