

Copy (Landing Page):

Effortlessly Code *Plus* Land A Job

Every week on Monday you'll get closer to:

- > Gaining admiration from design and tech communities
- > Deep joy in bringing ideas to life
- > Effortlessly translating visions into visually stunning websites
- > Mastery of the creative aspects of coding

Land your first job - NO degree required! Every Monday our audience gains insights that will allow them to **dominate** the industry.

Our ebooks have all the 'dirty secrets' you'll need to crush Interview Questions, Building SaaS, and a **Fullstack Roadmap** for beginners.

Enter email address:

100 Squats:

<https://rumble.com/v464yhi-100-squats.html>

4 Questions:

Who am I writing to? Who is my avatar? **Ahmad is a 25-year-old immigrant who has a burning passion for web development and has a desire to master it so he can apply for jobs, monetizing his skills. He used to work in a really small computer shop back in Pakistan and now has finally moved to the United States and would like to earn a living.**

Where are they now? What are they thinking/feeling? Where are they inside my funnel? **Ali is navigating through the internet searching for the right product/course, he's mainly leveraging social media to find someone he can trust to provide him with the coding insights he's gonna need.**

What actions do I want them to take at the end of my copy? Where do I want them to go? **I want them to sign up for the newsletter my client is offering. I want them to go to the emails my client will send them where they will be sold his ebooks and persuade them to buy the ebooks.**

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?

They must experience a sense of excitement and curiosity for what the newsletter holds and how it can take them from their miserable state where their skill doesn't have the recognition it deserves, and they lack determination and time management skills. In this state, they're afraid of being judged harshly because of their lack of knowledge. to their dream outcome where they are a coding expert. The steps I need to guide them through their painful state to where I want them to go are to persuade them on the landing page to sign up for the email newsletter, sell them the ebooks my client has to offer, upsell them on their mid-ticket product through the newsletter so they can gain insight into web development and win.

Roadblocks, solution, product:

Roadblocks: A lot of people believe that they don't possess the 'right kind' of mindset for web development, they'd usually get intimidated by the myth that only certain types of people can excel in tech. They're often concerned about not being able to keep up with the rapidly evolving nature of technology, doubting their ability to stay relevant in the field. They aikido themselves into believing that their current skill set is not aligned with the real-world demands of the web development industry.

Solution: They need to stop believing in random myths they see on the internet about having the 'right kind' of mindset for web dev. This skill is for everyone who's willing to sit down and do the hard work necessary to achieve their dream outcome where they are a coding expert making at least \$40/hour from coding, admired by colleagues for coding websites so visually stunning, they'd blow anyone's minds away. They need someone worth listening to, to show up and tell them that it doesn't matter where they are in terms of their skill set as a web developer, they can make money from this skill and align with the real-world demands of the industry if they are willing to learn.

Product: This newsletter would help shift their mindset from making up excuses about not taking action to taking action. It would teach the skills they need to keep up with the web dev industry and keep them up to date with the rapidly evolving nature of technology. It will help them overcome their doubt in their ability to stay relevant in the field by providing relevant information with every single email so they never become irrelevant again.

Personal Analysis:

I think I went too much on the excitement and dream state approach to actually care about their values and beliefs or their painful state. I think it sounds a little too salesy and it could be improved if I start sounding like a human and not some robot that's trying to get people to sign up for my client's email newsletter. It sounds like it promises the world to the reader which could make them skeptical about signing up in the first place because it could be too good to be true. I need to find a balance between pain and dream states with the values and beliefs intact.