

1. Who am I writing to?

- Entrepreneurs and owners of big companies that are successful and need a business consulting company to work with them and support them with making decisions with regards to their business growth and in maintaining their businesses.
- And people with money that want to start launching their business and need help with it (Business Development Consulting)

2. Where are they now?

1. for stronger and bigger businesses:
 - Their companies are earning big money and their financial stability is high and strong.
 - They are good in **keeping their business alive and in increasing their sales.**
 - They have a **huge space and status in their market/niche**
 - They want to **improve employee performance**, but don't know how.
 - They want to **make changes and implement them**, but lack the knowledge to realize them
 - They need **recommendations for areas of improvement**
2. for new/non-existing businesses:
 - They need **Leadership training**
 - Also **improve employee performance**
 - They need someone **to identify their obstacles their company faces in reaching its goals**
 - But they **have money to launch their business ideas >>> Money is not a problem, they have enough capital.**

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

- To purchase their email address in the enquiry-space at the end of the landing page, so that we have their contact data and we can engage with them further in sending an email or calling them to talk further about our services and offers and most importantly, how we can work together with them by using our services

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?

- They definitely must experience a big feeling of FOMO (Fear Of Missing Out)
- They must believe that we are the best business consulting company that exists because they are big companies so that means that they get 1000 offers per day from business consulting companies.
- They must see our great testimonials, and see proof that we are the best in this niche

- They have to experience some sort of honesty from us (no lies or claims we cannot fulfill)
- They need to see the solutions for their specific needs and problems in our services and company in general > basically that we are capable and specialized exactly with their specific problems, so no general offers or claims, but they have to feel like we are talking directly to them and their companies, so that they find themselves in the painful current state scenario we create for them, but by still maintaining a professional and not too emotional and basic language

5. What are their Roadblocks?

Their biggest Roadblock is that they don't use their full potential of growth and expanding or basically in earning more money. Because of that they also cannot keep competing with other top players in their niches in the long-term because they are overwhelmed with the problems that we can solve and have solutions for (look at point 2, these are the problems that I am talking about), but also because their competitors are always one-step ahead. Why? Because they are working with strong business consulting companies (< also an urge and urge-scenario we have to create in their minds so that point 4. becomes realistic and believable). They don't know or yet see their potential opportunities for growth and new ideas.

6. What is the solution/mechanism that will help overcome their roadblock?

The solution is partnering with us, and allowing us to help them find growth opportunities in their businesses, but also helping them, by showing potential risks they might haven't seen yet. The mechanism is that we show them all their risks and opportunities and tell them what they have to do, but not how they solve it. So after that they see us in a different light because we're the only ones who showed them their risks and opportunities and most importantly told them what they need to do. It builds trust towards us. We develop new plans for their businesses and strategies, but new ones and some that are more effective than those of their competitors, so we achieve greater and bigger results. Train their employees and upgrade their skills, but also teach them how to lead more efficiently so they can direct their employees directly to the goals they want to achieve.

COPY: this is maybe a direct letter/copy straight to the CEO

How to pull out the best version of you and your company

You may ask yourself, why do I need help for my company? We are already a multi million or billion dollar company, doubling our sales every year.

The issue is that you think that this is the best you can achieve.

What if I told you that by just reading your website I immediately had many other thoughts you never thought or even would think about?

You may be the best at keeping your business alive or holding the same results year after year.

Where we are the best at is in doubling your results day after day.

Wouldn't it be a shame for you and for all the hard work including the sleepless nights and hours, and hours, and hours of work and sacrifice to not use the full potential of your company?

You did not come this far to stop here. Not even at your maximum.

Let us together achieve our same goal: To get YOUR company to the top and to the highest point of its potential.

I won't require a single penny from you, before you agree to work with us and trust us.

Let's get started and not waste anymore time. Time is money. You know it better than me.

So don't waste it.

Email: _____

Personal analysis of copy: I think that in general I caught the attention from the reader but my language and this piece of copy in general are a bit too formless. I guess I should take out these hard emotional phrases and come up with more serious, more factual and business-phrases, if you understand what I mean. Also in the beginning of the copy I targeted multi million and billion dollar businesses, but I guess that this piece of copy fits more to smaller businesses or businesses that just started out and are stuck in their current situation.

