

Business Objective - Translate attention from YT to Sales Page

Business Type - How to make money online course (like TRW)

Who am I talking to?

1. Men
2. 13-26 years old
3. Student or 9-5
4. Low income to medium level income
5. Anglosaxon countries

Where are they right now?

1. They are watching  HOW Teenagers Can Make \$1 Million (7 Money Tips)
2. Level 2 Awareness - Problem Aware
 - a. **Side note:** They are problem aware here because **they just started watching the video**, they are in the first second of it, so Iman Gadzhi didn't tease the solution to them yet.
3. Sophistication Level 5 - Iman Gadzhi will do a reset to sophistication level 3
4. **Current state**
 - a. They don't have any high income skill which can generate them money
 - b. They are tired of all the BS advice on SM from IG gurus and all that BS.
5. **Dream State**
 - a. They desire having a high-income skill and making lots of money, the classical 10k/month
 - b. They desire traveling around the world

- c. They desire to retire their parents

What actions do I want them to take?

1. Consume 2 videos
 - a. **First video** - [How TEENAGERS Can Make \\$1 Million](#)
 - i. Scale them to awareness level 3 - Solution aware
 - ii. Go check out 2nd video
 - b. **Second video** -  Best Online Business To Start As A BEGINNER (2024)
 - i. Build trust in solution
 - ii. Build trust & authorize (I mean treating him as an authority) Iman Gadzhi
 - iii. Convince them to visit sales page
2. Visit Sales Page

What do they need to think/feel/experience to achieve those actions?

1. **Consume 2 videos**
 - a. Scale them to awareness level 3 - Solution aware
 - i. Explaining audience current state
 1. Makes the audience assure that this video is for themselves and that it's going to work.
 - ii. Tease solution
 - iii. Deepen more in solution
 1. He eventually builds authority and trust due to all knowledge he has and the value he provides
 - b. Go check out 2nd video
 - i. Leverage the question of "What high income skill I need to develop?" and direct them into another video.
 - ii. He uses general claims in the video's title because he resetted sophistication back to level 3.
 - iii. CTA in the video to go check out the 2nd video
 - c. Build trust in solution
 - i. He leverages and answer all of these questions that the audience has in their mind

1. Why this solution?
 - a. Leverage authority figures opinion
 - b. Show people living their dream state because they used this solution
2. Does this work for me?
 - a. Use the if, then statement
 - i. If you want to do this, then listen to me because reduce effort & sacrifice and achieve desired outcomes
 - b. You won't get the same results as me, but this is 100% guaranteed you will get results, show testimonials
3. Is it worth it?
 - a. Tailor the solution to the audience
 - b. Reduce effort & sacrifice
 - c. Shows dream outcome & increases perceived likelihood of success
- d. Build trust in Iman Gadzhi
 1. He uses brutal authentic honesty
 - a. Because this skill worked for me, it doesn't mean you will get the same results
 2. He tells he's the creator of the solution
 - a. This builds more trust in the solution because he's the real expert and knows all about it.
 3. He says all of my success comes from my brutal authentic honesty
 - a. Incredible play, because he says this as a successful person, the audience immediately targets him as someone who is honest
 4. Uses normal and simple logic.
 5. Compares solution against other ones
- ii. **Side note:**
 1. He uses a work-reward system who looks like this:
 - a. If you watch this video until the end, then I will gift you a free guide on how to apply solution
 - b. They trust him more because he just made a gift for them.
- iii. He documents his journey
 1. He uses the hero's journey.
 - a. Starts in the audience current state
 - b. Tries lots of solution
 - c. Uses current solution

- d. Achieves dream outcome
- iv. He provide lots of value
 - 1. Providing lots of value builds authority and trust.
- e. Convince them to check out sales page
 - i. He matches audience current state/future struggles
 - ii. Offers product as a solution for it
 - iii. Makes a CTA for checking out sales page
 - iv. Sales page link in video's description