

## Monday.com link to ad

### **\*\*Market Research\*\***

#### **What kind of people are we talking to?**

- Men or Women? Men and women (mainly men)
- Approximate Age range? 35-50
- Occupation? Project Manager, MAIN TARGET. Other targets could be Software Developers, IT Managers, Agency/Small business owners, CTOs, and CEOs.
- Income level? \$100k-\$150k py for Project Managers & Software Developers, \$300k py for CTOs
- Geographical location? Global (software)

#### **Painful Current State**

- What are they afraid of? Missing deadlines, not being able to stick to the original plan, not meeting project requirements, being blamed for the ENTIRE failure of the project (used as scapegoats)
- What are they angry about? Who are they angry at? Angry about: the scope and requirements of the project being changed mid-execution. Underqualified team members slowing down the progress of the project. Being ignored when the shine a light on issues and unrealistic demands, then being blamed for project failure/delay. Angry at: vague clients that are not sure of what they want and make them implement changes during the project execution phase, therefore causing delays and additional costs. Superiors/stakeholders/executives/managers in higher ranks not listening to them when they bring problems/something negative to light, so basically stakeholders/management being in denial and looking for a scapegoat.
- What are their top daily frustrations? Internal dysfunctional communication, limited available resources to meet project demands, budgeting issues, unrealistic deadlines, unforeseen risks and challenges, lack of accountability within the team, team conflict, inadequate tools and technology
- What are they embarrassed about? Having to inform stakeholders of project failure, stakeholders expressing disappointment directed at them, personal mistakes that could have been easily prevented that end up impacting the project, overpromising and underdelivering, not reporting problems seen along the way until it's too late and it bites them in the ass
- How does dealing with their problems make them feel about themselves? Doubtful about own capabilities, unable to make positive changes during a crisis, unheard, used as scapegoat

- What do other people in their world think about them as a result of these problems? Most people who have been around struggling PMs think they are useless, serve no real purpose, and are just glorified schedulers.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

"I'm saddened by all this. I had always viewed my leadership team as mentors, I had heard they had done things like this to other, but just did not think I'd be turned on so quickly.

The worse part is that all we had to do was work together. Our goal was the same, complete the project. I don't know if maybe I failed somewhere but just really can't figure out why we couldn't create a realistic timeline. It's frustrating and to an extent hurts my confidence."

"I have to play games with management to get them to listen to me"

"Life is too short to deal with assholes that only want to use you as the scapegoat when a project fails"

"I guess I should have seen it on other projects. The moment a business owner reported a problem, they turned it into a blame game before understanding the facts, no matter how successful the project was."

"Sure I am not perfect, but for someone to say "The project failed and it's the PMs responsibility" is just so lazy"

"Sometimes being a PM is all risk and no reward - if the project succeeds then I have to share bonuses with executives and leadership when bonus time comes around, but when a project fails then I am solely responsible"

## **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 wouldn't have to share bonuses with ex. and lead. for successful projects, and they wouldn't be the only person to blame when a project fails. They would always get clients who know exactly what they want from the onset. They would always get a chance to properly analyze a project's scope before leadership approves it for the client. They would always work on projects with realistic timelines and resources allocated.

- Who do they want to impress? Executives, leadership, stakeholders.

- How would they feel about themselves if they were living in their dream state? Appreciated for their work and effort, like their voice matters, heard, praised and supported by the team, confident, happy about their job and not waiting to leave and look for a job elsewhere.

- What do they secretly desire most? To never be held accountable for anything. Or maybe to be paid to simply be on the phone and change dates on a spreadsheet.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

"I want to work somewhere where management actually listens to me"

"I wish me, the executives, and stakeholders were all on the same page for once"

"It would be great to work with people that are not in denial about issues and immediately blame someone else, but rather work as a true team"

“I need a higher level of accountability within my team”

“We deserve to earn more because of all the responsibility and accountability we take on”

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? They believe they are underappreciated by their team and held to unrealistic standards by their managers.

- Who do they blame for their current problems and frustrations? Unrealistic and delusional executives and stakeholders. Uncooperative and underqualified team members. Team members and higher management not taking accountability.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?  
Yes most of them (the skilled ones I mean) tried establishing a solid communication line with higher management about any issues in the project in order to prevent the project from hitting a brick wall later on and losing executives'/stakeholders' approval. They claim to have failed because of poor leadership and incompetent management who do not want to admit there are issues to be fixed. They also failed because whenever they try to communicate any issues/roadblocks or come out to say something is not a good idea they're not listened to. Also, they are simply expected to magically make everything work within the deadline.

- How do they evaluate and decide if a solution is going to work or not? They look at whether they have authority, trust, and rapport with their team members as well as their superiors. Without that, they'll run into the problems described above and any solution they suggest will be ignored. They also look at whether there's positive and professional internal communication between teams. Finally, they look at whether the people who are supposed to implement the solution have the required professional skills to do so.

- What figures or brands in the space do they respect and why?

-monday.com, because of its strong workflow customization, automated workflows, highly visual interface, template actions built for integrations like Slack, drag-and-drop builder for custom cards

-Asana, because of its intuitive user interface, visual project timeline, lots of integrations, and cross-team portfolio management that can connect specific work items to larger goals within one record (e.g. teams from different departments are all able to work on the same project within Asana and always be up to date on new developments across teams)

-Trello, because of its intuitiveness and simple drag and drop functionality

-ClickUp, because of its depth of features and functionalities, high customizability

-ProofHub, because it has all necessary features and capabilities under one roof, it streamlines project management, easy user interface

-Airtable, because it allows you to manage all types and sizes of projects and customize the tool to fit exact processes within your team. The platform also has custom templates for different departments, such as Marketing, Product, Operations, Sales, Human Resources, and Finance.

-Smartsheet, because it's easy to automate workflows and create work applications, it has Excel-like functionalities without the complicated formulas, Smartsheet performs all the calculations for you across multiple sheets

However from all I've read what I can see all PMs (and similar professions) appreciate is: a simple and visually-pleasing interface with a smooth workflow that isn't clunky, overly complicated, and all bells and whistles. It actually needs to speed up processes and keep everyone updated on progress and goals without too much back and forth. That's it.

- What character traits do they value in themselves and others?

IN THEMSELVES:

- Leadership
- Communication Skills
- Organization
- Adaptability: Projects can be dynamic, and unexpected challenges may arise.
- Problem-Solving Skills: The ability to analyze problems, identify solutions, and implement corrective actions is highly valued.
- Risk Management: Successful project managers are proactive in identifying and mitigating risks. They develop strategies to handle potential issues before they escalate.
- Negotiation Skills: Negotiation is often necessary when dealing with conflicting interests or limited resources. Project managers need to find compromises that benefit the project and the team.
- Time Management

IN OTHERS

- Reliability
- Collaboration
- Proactiveness: Team members who take initiative and anticipate needs contribute to the overall success of a project. Proactive individuals can identify and address issues before they become significant problems.
- Commitment
- Adaptability: Similar to project managers, team members who can adapt to changes and challenges contribute to the project's resilience and success.
- Communication Skills
- Accountability
- Continuous Learning: Continuous learning contributes to the team's overall growth and adaptability to new challenges.

- What character traits do they despise in themselves and others?

IN THEMSELVES:

- Indecisiveness
- Poor communication
- Lack of leadership traits
- Inability to control events
- Being a glorified secretary and just performing scheduling tasks
- Micromanaging team members (when forced to because team members lack accountability and don't deserve trust)
- Forgetfulness
- Lack of attention for details

IN OTHERS:

- Lack of Commitment
- Poor Communication
- Ego-driven Behavior
- Blame-shifting
- Negative Attitude: it brings down team morale and hinders the team's ability to overcome challenges.
- Unreliability

-Lack of Initiative: Individuals who consistently wait for instructions without showing proactivity may slow down the project.

-Inability to Adapt

- What trends in the market are they aware of? What do they think about these trends? They are aware that being a PM isn't fully recognized as a proper role with its own dignity yet because their coworkers only see a very small part of their job. They fail to realize the difficult, tiring part of their job which is managing people across different departments. They think it's about time company culture starts recognizing the balanced set of managing skills that go into making a good PM and that they get the authority and respect they deserve.

At the same time, they realize that too many inexperienced and underqualified professionals like to call themselves PMs because of the desirable pay and higher position within the company hierarchy. They think this reinforces the negative stereotype that PMs are useless and just a glorified secretary, so the role should be given to people with the right skills.

## **\*\*Avatar\*\***

USED AI + MY OWN RESEARCH/KNOWLEDGE:

**Name:** Mark Thompson

**Age:** 35

**Background, short life history:** Mark Thompson has been working within the IT industry for the past 13-15 years. He started his career as a software developer and gradually transitioned into project management due to his strong leadership and communication skills along with his ability to empathize with anyone on his team. Mark has worked for various companies, including startups and established corporations, and has successfully delivered projects of different sizes and complexities. He has a bachelor's degree in computer science and holds several project management certifications. ALTERNATIVELY (this bit is based on personal experience): He started out as a software developer but then quickly realized as he was studying that he had a stronger interest in project management. This was due to the higher salary PMs usually earn, his dislike of spending hours coding, and him finding out that his communication, coordination, and organization skills are stronger than his technical skills.

**Day-in-the-Life:** A typical day in Mark Thompson's life as an IT Project Manager starts early in the morning. Here's an overview of his daily routine:

6:30 AM: Mark wakes up and starts his day with some light exercise and (maybe) meditation to clear his mind and prepare for the day ahead.

7:30 AM: After getting ready, Mark enjoys a healthy breakfast while catching up with what needs to be done that day, and all the fires he has to put out based on what happened since he went home last night. If he has time, he might also read project management blogs and articles to stay up to date with the latest developments in his field.

8:30 AM: Mark arrives at the office or begins his work from home. He starts by going through emails and prioritizing his tasks for the day. He responds to urgent messages and flags important ones that require further attention.

9:00 AM: Mark joins a team meeting or holds one himself. These meetings involve discussing project progress, addressing any issues or risks, and assigning tasks to team members. Mark ensures that everyone is aligned with the project goals and understands their responsibilities.

10:00 AM: Mark dives into project planning and coordination. He reviews project timelines, milestones, and resource allocation. He communicates with stakeholders, clients, and team members to gather updates, clarify requirements, and address any concerns or changes. His workflow is sometimes interrupted by having to babysit less cooperative team members and coordinate other people's work.

12:30/1 PM: Mark takes a short break for lunch. During this time, he may have informal conversations with team members, discussing progress and addressing any immediate challenges. He also takes the opportunity to recharge and clear his mind by watching some Netflix.

1:30 PM: Mark resumes his work by overseeing project execution. He monitors progress, tracks key performance indicators, and ensures that the project stays on track. He collaborates with team members, providing guidance and support where needed.

3:00 PM: Mark meets with clients or stakeholders to discuss project updates, address concerns, and manage expectations. He strives to maintain a strong and open line of communication with them, ensuring that their needs are met and any changes in scope or requirements are properly documented and communicated to the team.

4:30 PM: Mark takes some time to review project documentation, update project plans, and prepare for upcoming meetings or presentations. He also takes this time to catch up on any administrative tasks, such as expense reports or performance evaluations.

5:30 PM: Mark wraps up his work for the day, making sure to address any outstanding emails or urgent matters. He takes a moment to reflect on the day's accomplishments and identifies any areas that require additional attention or improvement.

6:00 PM: Mark leaves the office or finishes his work from home. He uses his evenings to spend quality time with his family or friends, engaging in activities that help him relax and recharge. He may also take the opportunity to continue his professional development by attending formative courses or webinars. He sometimes continues working from home until very late during critical phases of the project he's currently handling.

## **\*\* Copy Review And Breakdown: The 5 Copy Quality Questions\*\***

## **Voice-over script**

Yes! You're good at your job. But your processes though...  
With monday.com, things can be different. And here's how!  
First, you can easily create a workflow for your team.  
To stay aligned and work together smoothly.  
Congrats! You're all on the same page.  
Now, let's save some time.  
You and your team can automate repetitive actions and even entire workflows.  
For example, when a task changes to 'done',  
create a request for the next stakeholder and notify them about it.  
Check it out. 'Done'...it's creating a new request....aaaaand, Alex knows!  
Another way great way to stay organized is to never miss a message.  
Integrate all your favorite communication apps into monday.com,  
so you can ditch those endless email chains.  
Better processes.  
Better results.  
Better world!...or something.  
So yes. It all sounds sooo good. But you still haven't started your free trial?  
Go to monday.com for a better way to work.

## **Script broke down**

*[Smiling woman smiles reassured as the voiceover says the first line ("you're good at your job"). She looks increasingly concerned as the camera zooms into her face with a "woooooosh" sound during the second line.]*

**Yes! You're good at your job. But your processes though...**

*[Follows a series of quick, jarring cuts to small things going wrong: a pencil tip breaking off while writing on a notepad, an earphones cable all tangled up, a nearly-successful dunk, a middle-aged man in a suit looking defeated under the pouring rain, a phone slipping off someone's hands and falling on the floor, a frantic animated scribble on a white background.]*

*A sound effect of a woman loudly gasping plays through these.  
Then expels a sigh of relief as soon as the next line starts ("With monday.com...").*

*A simple, colourful, and visually simple and appealing dashboard is shown on the screen on top of a light blue/light violet background.]*

**With monday.com, things can be different. And here's how!**

*[The words "Here is how" are shown on the screen. They're white on top of a blue background.]*

*Back to the dashboard from earlier. We are shown how a workflow is easily created on monday.com. A conversation between colleagues discussing a first draft of a project is shown on a sidebar.*

*A party horn and a cheering sound play when we hear the word "Congrats!".  
There's a transition effect with the dashboard quickly swiping upwards before the next line.]*

**First, you can easily create a workflow for your team.  
To stay aligned and work together smoothly.  
Congrats! You're all on the same page.**

*[The first line of the voiceover below, "Now, let's save some time", appears in white on a blue background.]*

*Then, monday.com task cards scroll up in a column on the right (light blue background) for 1-2 seconds. Meanwhile, a thick dark blue line is swirling on the left, pushing the middle card on the right through to the next screen.*

*Shown during the words "You and your team can automate repetitive actions..."*

*The card is now on the next screen. As the voiceover completes the sentence and says "...and even entire workflows", the animation shows the logo of three different apps (top to bottom: MS Teams, Gmail, Slack) with a notification badge branching out of the task card.*

*The three apps slide to the right, guiding the viewer to the next screen.]*

**Now, let's save some time.  
You and your team can automate repetitive actions and even entire workflows.**

*[Campaign planning screen in the background. Automation card at the front that shows a mouse pointer of a monday.com user very quickly creating a series of three "If This, Then That" actions:*

*'When **campaign status** changes to **done**', 'Create **a budget request**', 'And notify **Alex**']*

*The words in bold are clickable gaps in the sentence for the user to choose an action.*

*Finally, we see the pointer clicking on 'Create automation'.*

*We reached the words "Check it out."*

*As the voicer says 'Done' we see one of the checklist items on the campaign planning screen changing to 'Done' in green, with a group cheering sound playing and party poppers exploding out of the 'Done' button.*

*The voiceover says "...it's creating a new request" as the following happens on-screen:*

*-A zoom out of the campaign planning screen a bit.*

*-The background behind the screen is now light grey-ish.*

*-A thick green line guides the viewer to the next screen, a 'Finance requests' screen supposedly seen by Alex from the automation card earlier ("And notify **Alex**").*

*-A new request is automatically created on the finance requests screen.*

*The voiceover says "...aaaaand, Alex knows!" as the following happens on-screen:*

*-A thick green line moves halfway through the screen to the right. The finance requests screen remains half visible.*

*-Alex's phone is shown, and a notification with a budget request from monday.com appears on his lock screen.*

*-Another group cheering sound is played after "Alex knows!"*

*-The phone starts sliding up but the next screen interrupts it.]*

**For example, when a task changes to 'done',  
create a request for the next stakeholder and notify them about it.  
Check it out. 'Done'...it's creating a new request....aaaaand, Alex knows!**



*[During the next line there's a zoom into a generic-looking email app icon with the notification badger number rising. Back to a blue-ish background.]*

**Another way great way to stay organized is to never miss a message.**

*[Now we zoom into a different screen with other tasks and task-owners as the voiceover says the next line (up to "...email chains"). We show the user clicking on the "Integrate" button and choosing several communication apps such as Gmail and Slack.*

*We can see a big, colorful list of communications apps to choose from.*

*There's an extremely quick cut to an email inbox screen scrolling down and revealing many unread messages right after the word "chains" and before "Better processes."*

*We are extremely close to the screen, slightly to its side.*

*A sound is played that's similar to the one in the black and green Matrix screen (with the lines of code scrolling down) when the title is revealed at the start of the movie.]*

**Integrate all your favorite communication apps into monday.com,  
so you can ditch those endless email chains.**

*[A man and a woman in a modern open-plan office discussing something they see on the screen.]*

**Better processes.**

*[A young professional man in what appears to be the backyard of a city cafe, intent on looking at something on his laptop screen.*

*After the word "results" the man smiles and moves his left hand to the mouse, slightly sitting back and looking satisfied with his work.]*

**Better results.**

**Better world!...or something.**

*[Up until the words "so good" we see:*

*-Animation of a white, slick, 3D square with an aesthetic engraving running along the sides, quickly forming on top of the blue-ish background, and gathering images that represent the diverse functionalities of monday.com. They then morph into button-like animations.*

*-The same 3D square but with the monday.com logo on top slides down from above, hovering on top of the other one.*

*The words "But", then "You still haven't started" {quick pause before the following appears below} "your free trial?" appear in succession, in white, on top of our blue background.]*

**So yes. It all sounds sooo good. But you still haven't started your free trial?**

*[On top of our blue background, the logo and name of the company gradually appear in the middle. Then the CTA "<----- Start your free trial" appears centrally at the bottom.]*

**Go to monday.com for a better way to work.**

## 1. What is the objective of this piece of copy?

First of all, its main objective is to address the average Project Manager's (the ad target group) pain point of being good at their job but suffering in their job from clunky and ineffective processes and workflows. It wants to remind PMs of how this constantly puts their position at risk and erodes their authority within the team.

Once the pain point has been addressed, its objective is to position and **show** monday.com as the tool to fix all of that once and for all. Therefore establishing smooth workflows and processes, and resulting in a positive and collaborative environment within the team (you can see this in the ad visuals).

Another objective is to show the PM as the "hero" in the company that brings a higher level of productivity and effectiveness.

On a more surface level, we can say that its objective is to position monday.com as an easy-to-use tool that makes work and workflows simpler and smoother.

It also wants to showcase the software main functionalities as well as its pleasing and intuitive interface.

However, the **ultimate objective** of the ad is to persuade viewers to sign up for a free trial.

## 2. What is the writer doing to accomplish this objective? Why does it work?

### How does it work? And how could they do it better?

The writer accomplishes the main objective of persuading users to sign up for a free trial by constantly highlighting how the software robust (but intuitive) features and interface solve the PM's main frustration: ineffective processes. At the same time, the writer makes potential users feel good about themselves first ("You're good at your job"), making an emotional impact. This is the powerful message they convey through the script: "I am good at my job, but it's not entirely my fault that my processes are ineffective. This means I need a tool to fix that."

It works because the pain point is addressed right away, hooking the target group from the very start before the copy goes on to describe the software (or even mention it).

Finally, he not only has a CTA but also a Call To Outcome, which can even be more powerful than CTAs at times: "Go to monday.com for a better way to work."

How? The copy works in conjunction with the images and sounds on the screen. The words persuade potential users why they need the software and how they'd miss out if they didn't try it. But the accompanying images show how easy the software is to use and how it easily fixes their problems.

The accompanying sounds subtly reinforce the emotional impact of the words and images, for example by playing a cheering sound when a task is easily completed. Or a worried gasp when things are shown going wrong at the start.

All these elements together highlight the user journey, from distressed and overwhelmed to productive, effective, and happy at work. The sounds and images are really jarring and overwhelming at the start until the voice-over says "With monday.com". From here on, the colors on the screen become pleasing, the music becomes energetic and light-hearted, and a positive work environment is shown.

How could they do it better? The CTA could have been a bit more persuasive. It could have stated exactly how long the free trial is. Or, it could have created more urgency by using time-words such as 'now' and 'right now'.

I'm not commenting about the script here, I find it to be really effective. However, the on-screen visuals move a bit too fast and can be difficult to follow, leading to the viewer possibly feeling unclear about what they just watched.

### 3. What mistakes is the writer making that are keeping him from achieving their objective? How could they fix it? How can I keep from making these mistakes myself?

He could have addressed PMs directly at the start of the ad and increased the chances of potential users feeling more emotionally invested.

Also, he didn't make the CTA as powerful as he could and only used it once at the very end.

Finally, the line "Better world!...or something." sounds like lame corporate humor and could harm persuasion. I don't think it would stop people from actually checking out the software, but it could give a bad first impression.

This is how I would rewrite the script based on my opinions above (my changes are in red):

**We know you're a good project manager. But your processes though...**

**With monday.com, things will change quickly.**

**First, you can easily create a workflow for your team.**

**To stay aligned and work together smoothly.**

**Congrats! You're all on the same page.**

**Now, let's save some time.**

**You and your team can automate repetitive actions and even entire workflows.**

**For example, when a task changes to 'done',**

**create a request for the next stakeholder and notify them about it.**

**Check it out. 'Done' ...it's creating a new request....aaaaand, Alex knows!**

**Try it for free for a month and see for yourself.**

**Another way great way to stay organized is to never miss a message.**

**Integrate all your favorite communication apps into monday.com,**

**so you can ditch those endless email chains.**

**Better processes.**

**Better results.**

**Better and easier work.**

**So yes. It all sounds sooo good. But you still haven't started your free trial?**

**Go to monday.com now for a better way to work.**

How can I keep from making these mistakes myself? It's obviously effective to highlight the benefits of the product and show them in action, but I should never forget the main objective of the copy that is reflected in the CTA and CTO (call to outcome). This shouldn't only be clear, but also as compelling as possible, for example: "Try monday.com for free for a month. You have 48 hours to sign up and claim your free trial!" VS "Go to monday.com now for a free trial". And if I have the opportunity to be more persuasive without sounding annoying then I should do it. Example: "With monday.com, things can be different", VS "With monday.com, things will change quickly."

### 4. What would the reader/avatar feel as they read this copy?

They would feel like they are not alone in their issue, and that just because they're a PM it doesn't mean it's not normal to struggle with processes and workflows. Therefore, feeling more emotionally invested and compelled to pay attention.

As the ad goes into examples of monday.com functionalities, the avatar would remember (or even be angry about) that a good PM software isn't one with a thousand different functions that other people in his team would find overwhelming and unnecessarily complicated. Too many PM software have gone down this route nowadays. A good PM software is one that ultimately makes processes

and workflows more streamlined, more effective, and faster. As they see examples in the ad of how monday.com brings people together and contributes to a positive work environment where everybody's on the same page, they would now feel like they need this software. They would imagine their colleagues and management listening to them more as a result of having improved processes and having managed projects effectively.

They would finally feel a sense of recognition at their workplace that would persuade them to check out monday.com even more once they hear the CTA "Go to monday.com for a better way to work".

This CTA also reminds them that a better way to work is possible and that PM work doesn't have to suck, and monday.com can help them get there.

## **5. What lessons from the bootcamp do I see at play in the copy?**

- Target Markets;

- Awareness & Sophistication Levels: after performing research, I understood that this monday.com ad is aimed at those PMs with a lower sophistication level who simply want to improve their work processes and a) be recognized for that; b) improve their work-life balance as a result of that;

- Market Research: without market research, this ad would have tried to appeal to ALL types of PMs or it would have just talked about the software features and not its benefits. That probably wouldn't have captured the potential user's attention as the issue with many PM software tools nowadays is that they are too complicated, try to do too much, are counterintuitive, and slow down work as a result;

- Finding Customer Language Online: PMs pain points and dream states, and also words such as "workflows", "processes", "automation" that are part of the PM and IT industry lingo can be found online. But you have to rethink the way most people use search engines, and this lesson helped with that.

- Create an avatar: because the people at monday.com clearly have a specific type of PM in mind that they want to target, and that wouldn't be possible without an avatar.