

Copy Aikido Channel Submission

- Metaleather -

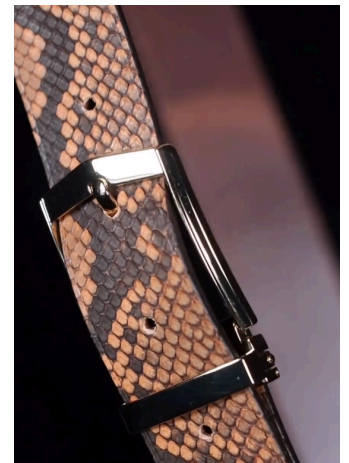
For Growth Plan:

Additional Requirement:

- [100 PU - Copy Aikido Review \(rumble.com\)](https://rumble.com/100PU-Copy-Aikido-Review)

Contextual Information: *(Different order)*

1. Type of business/niche:
 - a. E-commerce Shopify store, selling premium leather goods online. (Wallets, belts, shoes, etc.)
2. Story:
 - a. I found this client using warm outreach.
 - b. Currently, there is a local shop in country X that is selling the items you see listed below. Since the country is a 2nd world country, the pricing of the items is considerably cheap for the quality.
 - c. My client, who is from country X, wants to buy these products in bulk and then sell them in the UK for a much higher price point.
 - d. He is friends with the local shop owner so he can always handle the payment at a later time.
 - e. The only thing he has now is a website which is still under development, no social media, and no audience in the UK.
 - f. He mentioned he is willing to invest \$200-500 on ads.
 - g. Since he doesn't have that big of a budget for ads, I decided that the best approach here would be to:
 - i. Create the ads.
 - ii. Post them as organic social media posts.
 - iii. Take the ones that perform well and use them for the ads.



3. Product Client Sells:

- a. Very high quality leather goods, every single item is made by hand which allows for considerably high pricing points. (\$50-80, 50% profit)
- b. My goal is to sell 200-300 pieces.

Note: This product does not solve a particular problem; it provides an identity. So there is no pain or desire, it's more of the desire for importance and status.

4. Describe the avatar:

Name: Edward "Ed" Harrington

Age: 35

Gender: Male

Occupation: Mid-Level Marketing Manager at a tech company

Income Level: Average (approx. £35,000 - £45,000 per annum)

Geographic Location: London, United Kingdom

Appearance: Ed has a neat, professional appearance with short, well-groomed hair. He typically wears business-casual attire: tailored trousers, a button-down shirt, and leather shoes. He accessorizes with a sleek watch and a leather belt that matches his shoes. He has a confident demeanor, with a friendly yet focused expression.



Background Details

Ed grew up in a middle-class family in the suburbs of London. He studied Business Management at a reputable university and has been steadily climbing the corporate ladder. Ed is passionate about style and values quality over quantity, particularly when it comes to accessories. He believes that well-crafted items not only enhance one's appearance but also make a statement about personal values and attention to detail. He is married, with one young child, and enjoys spending weekends exploring the countryside or attending cultural events in the city.

A Day in the Life of Ed Harrington

Morning: Ed wakes up at 6:30 AM in his modern, yet cozy apartment. After a quick shower, he carefully selects his outfit for the day, ensuring his belt and shoes are

perfectly matched. He appreciates the craftsmanship of his leather accessories, feeling they add a touch of elegance to his look. He enjoys a light breakfast while reading the news on his tablet, focusing on business and lifestyle sections. By 8:00 AM, he's out the door, heading to his office in the city.

Daytime: At work, Ed attends meetings, collaborates with his team, and strategizes marketing campaigns. He values efficiency and quality, mirroring his preference for well-crafted products. His colleagues know him for his keen eye for detail and his knack for presenting polished work. During lunch, he often visits a nearby artisanal café, where he enjoys a well-crafted sandwich and engages in light conversation with his coworkers.

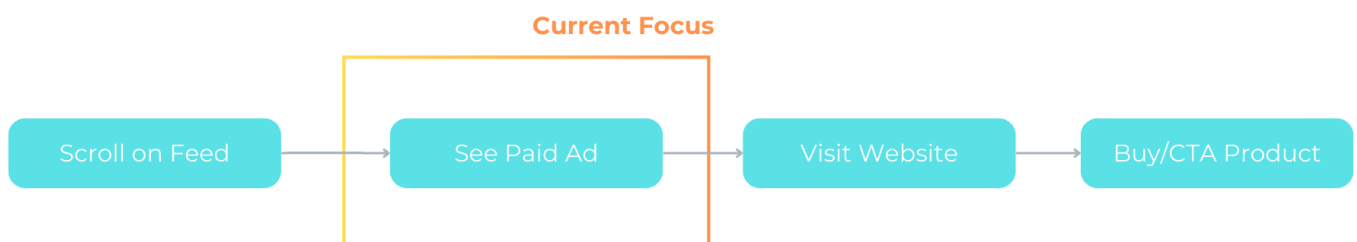
Evening: After a productive day, Ed leaves the office around 6:00 PM. He either heads to a local gym or joins his family for dinner at home. He likes to unwind by watching a critically acclaimed series or reading a book on modern design. Occasionally, he and his wife will go out for a quiet evening walk or a dinner at a stylish restaurant. Ed values moments of relaxation and reflection, considering them essential to maintain his balanced lifestyle.

Weekends: On weekends, Ed enjoys exploring London's vibrant neighborhoods, visiting art galleries, or indulging in a bit of shopping. He has a penchant for high-quality leather goods, often browsing boutique stores that offer bespoke services. He also loves spending time with his family, planning outings that include visiting museums or taking trips to the countryside.

Persona Attributes

- **Values:** Quality, craftsmanship, style, and timeless elegance.
- **Motivations:** To maintain a polished appearance, enjoy well-crafted products, and support sustainable and artisanal craftsmanship.
- **Lifestyle:** Busy professional life with a balance of family time and personal hobbies. Appreciates subtle luxury and thoughtful design.
- **Shopping Habits:** Prefers buying fewer, high-quality items that last. Interested in bespoke and personalized products. Willing to invest in items that offer longevity and style.

5. Funnel (The reader is scrolling on their IG or Tiktok Feed)



Realize how I'm treating all posts as ads even though I'm initially posting them as organic content. The only difference would be that the organic content's CTA would be to click the link in the bio instead of a button on-screen.

6. Explain market and customer sophistication using diagrams. *(Still a bit confused about how to go through these levels for an identity-based product)*
 - a. Awareness - Level 4
 - i. There are similar products in the market that provide premium leather goods. The difference with my client's product is the attention to detail + country of origin.
 - b. Sophistication - Stage 5
 - i. Definitely an Identity Play
 - c. Levels
 - i. Pain/Desire - 2/10
 1. Probably not thinking of the need for a wallet at that moment.
 - ii. Belief - 3/10
 1. They trust that a wallet works, but they've also owned bad wallets. So they are very skeptical about their quality and durability.
 - iii. Trust - 1/10
 1. New brand – no one knows about them.
 - d. Current State / Roadblocks
 - i. Owns a bad wallet that makes them appear poor because it is barely holding on, bulky, old, and has broken down.
 - ii. Their wallet does not last, needing a new one really bad.
 - e. Solution
 - i. Buy a premium leather product that portrays high status, wealth, attention to detail, importance, and connection to a strong brand.
 - f. Dream State
 - i. I want a girl to see my wallet/belt and directly think I'm rich.
 - ii. I want the product to make me feel important.
 - iii. High Status

Note: I couldn't find people oversharing how a premium leather product makes them feel regarding identity.

7. Links to the client's website and social media accounts.

- a. As mentioned, the client is currently working on the website and has no social media accounts. All I have is a figma prototype.
- b. [Page 1 - Prot. Meta-Leather \(figma.com\)](#)

8. Detail what your client has tried before and why it did or didn't work.

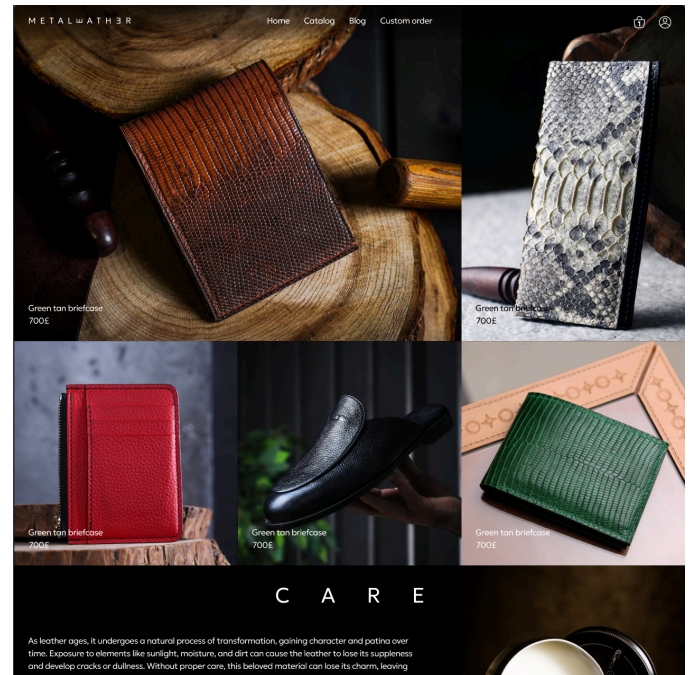
- a. Hasn't tried anything before.

9. Client's current revenue.

- a. Zero

10. Remaining Winners Writing Process Questions

- a. What do I want them to do?
 - i. Stop the Scroll
 - ii. Consume Ad
 - iii. Click on CTA to Website
- b. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting? *Information based on ads/well-performing organic content I found from top player analysis.*
 - i. This is mostly going to be about feeling like the product is made with very high quality.
 - ii. Stop the Scroll
 - 1. Movement
 - 2. Bold/Shiny
 - 3. Unexplainable
 - 4. Fast Cuts
 - 5. Very High-Quality Footage
 - 6. Music
 - 7. ASMR
 - iii. Consume Ad
 - 1. Continuous Fast Scene Changes
 - 2. Attention to detail and quality
 - 3. High-quality production proves to the reader that the product is high quality. If it's worth the price, people will buy it if the quality is high.
 - 4. Text: Discover the fall-winter 2024 collection: an urban wardrobe for a woman who conquers the city.



- 5. #HermesWomen
- iv. Click on CTA to Website
 - 1. Button → “Learn More” OR nothing just link in bio, they sort of figure it out.

11. Top Players

- a. [沖縄発のイタリアンレザークラフト \(@anshare_leather\) · Instagram photos and videos](#)
- b. [MorrisonMade Leather \(@morrisonmadeleather\) · Instagram photos and videos](#)
- c. [Mospoke Leather Crafted in Korea \(@mospoke_\) · Instagram photos and videos](#)
- d. [Hermès \(@hermes\) · Instagram photos and videos](#)
- e. [Nappa Dori \(@nappadori\) · Instagram photos and videos](#)

12. Conclusion from Top Player Analysis

- a. The best-performing content includes:
 - i. ASMR production videos that portray high attention to detail and craftsmanship. Not much copy included.
 - 1. Example: <https://www.instagram.com/reel/C4x9MudvuSw/>
 - 2. How I would improve it:
 - a. Make sure the video editing includes fast cuts and doesn't bore the viewer.
 - b. Make sure the logo is shown at the end
 - ii. Very high-quality picture of the product
 - 1. Text used:
 - a. Introducing the new Sepoy Collection: Add a touch of timeless elegance and exquisite craftsmanship to every moment.
 - b. Informed by the timeless elegance of the jet-set beau monde, The Como Collection epitomises chic refinement. Rich textures, classic silhouettes, and a palette inspired by lakeside hues.
 - c. *I'd create a skeleton out of these captions to match my product.*
 - 2. Words used:
 - a. Chic
 - b. Making a statement
 - c. Leaving a legacy
 - 3. Example:
 <https://www.facebook.com/ads/library/?id=7374360006003764>



- iii. Video of product in use
 - 1. No B-roll
 - 2. Text in the first few seconds: Introducing <Product Name>
 - 3. Purely focusing on high-quality footage and editing.
 - 4. Example:
 - <https://www.facebook.com/ads/library/?id=911483134328661>
- iv. Video of actors (typically people resembling avatar's dream state) walking around with the product.
 - 1. Example:
 - <https://www.facebook.com/ads/library/?id=493952459970075>

13. Approach / Growth Plan:

- a. Create IG and TikTok pages for clients.
- b. Reach out to the client with the ideas for the posts above.
- c. The client mentioned that he knows a friend who is a photographer, and we planned that we could use his help to film the content we need.
- d. I'd ask for:
 - i. As much ASMR footage as possible with the following key notes:
 - 1. Unnecessarily Dropping the items or rubbing items on the table.
 - 2. Rolling out the leather, trying to make noise and hits.
 - 3. Film a lot of different angles, everything, even walking from one station to another.
 - 4. At the end, showcase the product.
 - 5. Minimize background noise.
 - ii. Pictures of the Product:
 - 1. High-quality, portraying professionalism and craftsmanship.
 - iii. Footage of product in use:
 - 1. <Details about filming to make it resemble top players>
- e. Once the footage is filmed, I'll go ahead and edit the videos into bite-sized content and then post them on IG and TikTok.
- f. We'll keep posting for some time and at some point, we take the best-performing posts and run them as ads.
- g. For market research, I'll have my client ask the local shop owner for reviews from his best customers.
- h. Potential Future Projects
 - i. SEO since some top players also go for paid search traffic to target active attention users.
 - ii. Affiliate/Influencer Marketing (Is there a resource that teaches how to use this method of getting attention?)

14. Main Questions:

- a. Since there is barely any copy, my main question here would be if the approach I have described is what you recommend I go for. What would you say is the best way to reach my goal? I'd appreciate all the feedback I could get.
- b. How do you approach the winner's writing process and market research for a product that mostly provides identity/status, how do you find customers sharing those "emotions"?
- c. Is this a good client to work with? Or should I try to find a better one? (I still haven't provided "testimonial-worthy" results to any client yet.
- d. Looking at the ads of top players, they are all very minimal and simple, none of them go for the "B roll E-commerce TikTok" style ads.
 - i. Since my client is aiming for the "luxury" brand aesthetic. Should I only go for ads that the top players are using or should I also create the TikTok style ads because he's just starting?
 - ii. Example of TikTok Style Ads:
 1. <https://vm.tiktok.com/ZMrXxNsRs/>
 2. [Find 'wallet' on TikTok | TikTok Search](#)
 - iii. Hermes for example won't create something like this, should I then avoid these types of posts to keep that luxurious feel?
- e. Do you have any recommendations on pricing for what I'm offering?
 - i. My guess: I would ask for 10-15% off the money he makes from the project.

I am using the E-Commerce campus to get more info regarding Tiktok Growth + I will be using the strategy the professor described in the "Run Ads. Make Money" Lesson.