

1. Who is the target market?

- Americans, specifically the voters who are in the middle.
- The goal is to convince them that I am the best candidate.

2. What are their values (in common)?

- Competence
- Saving money
- Addressing inflation
- Ensuring safety
- Improving the quality of their life
- Seeking a leader who can help the country, thus improving their lives

3. What are the things they see, feel, and experience in order to take action?

- As human beings, we have underlying cues to decide who we trust and follow.
- **Body Language:**
 - Observing if the candidate is taking a secondary position (appearing scared or unsure).
 - Facial reactions and expressions.
 - Watching interactions muted to catch more body language cues.
- **Behavior:**
 - Being silent initially, then asking questions.
 - Both Trump and Biden exhibit these behaviors.
- **Voice:**
 - The voice is the window to the soul.
 - You can tell a lot about someone by the tone and sound of their voice.

4. Trump's Strategy:

- **Social Proof:**
 - Showing that many people don't like Biden.
- **Distinct Qualities:**
 - Highlighting what he has that his opponent doesn't.
- **Steering the Conversation:**
 - Emphasizing that people don't like or respect Biden.
- **Critique Handling:**
 - Observing Biden's facial reactions when criticized (getting upset and emotional) – a bad look for a leader.
- **Body Language Response:**
 - Trump's confident body language, standing firmly and not looking weak.

- Hand movements that convey strength and assertiveness.
- **Biden in Secondary Position:**
 - Biden often takes a secondary position in arguments.
 - Whenever presenting a viewpoint, emphasizing certain beneficial facts.
- **Tribal Dynamics:**
 - No one wants to be in a tribe where they are taken advantage of; people want a good life and to be treated with respect.
 - Trump specifically created a narrative around Afghanistan to evoke a painful state and highlight leadership failures.

5. **Trump's Copywriting Ability:**

- Trump can create pure copywriting:
 - **Example:** "Every time he came to the US, he got out with \$60 million. What does it mean? He got my money. We've been taken advantage of."
 - Instilling fear of embarrassment and the desire to avoid being in a "loser" tribe.
 - Creating movies or narratives to convey ideas clearly and effectively.
- **Trigger Events:**
 - Example: Creating a scenario where the next time you enter a room, you find a man bigger than you, prompting action to come back and buy.

6. **Logical and Simple Facts:**

- **Example:** Trump starts with a logical and simple fact, like "ocean separates us," focusing on verifiable truths.
- Readers know the proof but can't verify it directly.
- **Primal Indicators of Success:**
 - Trump uses facts and takes the conversation about facts where he provides explanations that make sense.
 - Small logical things make people say, "Okay, that makes sense."

7. **Handling Objections:**

- **Realize:** There will always be natural objections (in sales calls or anything).
- **Anticipate:** Be ready for objections.
- **Tactics to Handle Objections:**
 - **Reframe:** Lightly reject the objection and refocus on what people care about most.
 - **Focus Shift:** Remind everyone how great things were during his presidency, shifting the focus back to his successes.

8. Identifying and Addressing Weak Points:

- **Identify:** Find the weak points in your strategy or argument.
- **Address/Shift:** Develop ways to address or shift attention away from these weak points.

9. Biden's Handling and Mistakes:

- **Handling:**
 - Biden sometimes appears unsure who he is talking to.
 - His angry facial expressions can communicate a lot.
- **Mistakes:**
 - Biden often looks mean and angry to people, appearing harsh.
 - Biden doesn't know what people are looking for and what they care about.
 - The blunder Biden made:
 - He is amplifying Trump's perceived status as an alpha male who gets laid.
 - **Solution:** Focus on who you are talking to and what they care about

10. Winners Writing Process:

- **Biden:**
 - Appeals to specific groups (e.g., black people).
 - Shows vulnerability (e.g., stuttering).
- **Trump:**
 - Provides numbers and statistics.
 - Connect with people where they are.
 - Creates compelling narratives or "movies" to convey his points.

When you are in a tribe and things seem bad, you want a strong leader.

- Trump highlights how bad things are to set himself up as a better candidate.
- Humans look for strength to help them avoid threats; they want a strong leader.

Strategies for Effective Copywriting and Leadership

1. Make sure the company looks capable (show up as the strong and capable leader).
2. Being physically and emotionally strong will set you up for amazing opportunities.
3. Highlight your ability to handle crisis effectively, showing you can navigate through difficult times and lead others to safety and success.
4. Focus on your own life and avoid falling into the trap of distractions and negativity.

Tactics and Smart Moves for Effective Copywriting

Understand Your Target Market

1. **Identify the Target:**
 - Clearly define who your target audience is.
 - Tailor your message to convince them that you are the best choice.
2. **Values in Common:**
 - Highlight values that resonate with your audience, such as competence, cost-saving, safety, and quality of life.
 - Position yourself as a solution provider who can enhance their lives.

Emotional and Psychological Triggers

3. **Appeal to Senses:**
 - **Body Language:** Demonstrate confidence and assurance.
 - **Facial Expressions:** Maintain a positive and composed demeanor.
 - **Voice Tone:** Use a tone that conveys strength, reliability, and empathy.
4. **Behavioral Cues:**
 - Start by listening and understanding, then ask impactful questions.
 - Adapt your approach based on the audience's responses and cues.

Strategies for Persuasive Copywriting

5. **Social Proof:**
 - Show that many people support you or have benefited from your product/service.
 - Use testimonials, reviews, and endorsements to build credibility.
6. **Distinct Qualities:**
 - Highlight unique benefits and features that set you apart from competitors.
7. **Steering the Conversation:**
 - Emphasize points that highlight your strengths and your competitors' weaknesses.
 - Guide the conversation to focus on your successes and positive attributes.
8. **Handling Critique:**
 - Remain calm and composed when addressing objections or criticisms.
 - Contrast your strong, positive responses with your competitors' weaknesses.

Creating Powerful Narratives

9. **Use of Logical and Simple Facts:**
 - Start with verifiable truths to build credibility.
 - Example: "Our product reduces costs by 20%."
10. **Primal Indicators of Success:**
 - Use small logical explanations that make sense to the audience.

- Example: "Using our service will save you time and money."

Handling Objections and Weak Points

11. Anticipate Objections:

- Be prepared for natural objections and address them head-on.
- Example: Reframe objections and refocus on what matters most to your audience.

12. Reframe and Focus Shift:

- Lightly reject objections and shift focus to positive aspects.
- Example: Highlight the long-term benefits over short-term inconveniences.

13. Identify and Address Weak Points:

- Find weaknesses in your strategy or argument and address them proactively.
- Example: If your product has a higher upfront cost, emphasize the long-term savings.

Learning from Common Mistakes

14. Avoid Common Pitfalls:

- Understand your audience to avoid miscommunication.
- Example: Don't inadvertently highlight your competitors' strengths.

15. Emphasize Understanding:

- Show that you understand your audience's needs and concerns.
- Example: "We know you need a reliable and cost-effective solution."

The Writing Process

16. Approach:

- Provide relevant statistics and facts.
- Connect with people on a personal level through relatable stories.
- Create compelling narratives to convey your points effectively.