

1. **Who am I writing to? Who is my avatar?**
2. **Where are they now emotionally and physically? What are they thinking/feeling?**
3. **What actions do I want them to take at the end of my copy? Where do I want them to go**
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? What are the steps that I need to guide them through to take them from where they are now to where I want them to go? What emotions, and thoughts, do they need to experience to take action?**

1. Dream outcome
2. Where are they inside my funnel? Etc.
3. The reader's roadblocks and the solution/mechanism that will solve those roadblock
4. The level of awareness and sophistication.
5. Personal analysis of your copy's weakness and how you think you should improve it

<https://vimeo.com/914164128> pushups

SL: How You Can Leave Your Job
PV: And Go Full-Time Into Your Business

Imagine closing the door to your job for the last time

And go all in your business

Pressing blue buttons on zoom for a living

And getting into calls excited like catching up with an old friend

The only worry that is bugging you is where should you put your laptop to start the work

If going full into your business seems scary it's ok

It's just because you're stepping in the unknown

But here's how you can make it 0% frightening

In fact it will make it more appealing so if you want to change your life for good

Here's how

[High End Clients Masterclass](#)

