

# Review Info

Recently I got a client who is a video editor and I want to get more customers for him.  
So I am trying to first get some attention with him on Social Media by structuring text in short form videos that he edits and I primarily use the DIC framework.

This is an avatar of his customers

## Avatar (Content Creators who do all editing by themselves for short videos on IG FB TT)

What kind of people?

Men or women

16 - 35

Content creator

2000 - 10 000

English or Serbian people

## Painful Current State

They are scared to pay for editing

They are angry at someone who does a job for them if the job isn't good enough.

Or if the outcome isn't the one they dreamed about / want.

Mainly frustrations are when the program bugs.

Even though working and editing really hard for short form videos they can be embarrassed when they get worse results than they normally get

## Desirable Dream State

Magically have more followers from which they can earn millions.

Magically have more likes and shares, comments.

More views.

They would like to impress friends, family, coworkers

If they reached the dream state they would feel like a King so powerful with all the money and good cars, yachts and airplanes

## Value and Beliefs

They think that the edits they made are good enough for all outcomes they want  
They blame themselves if they mess up while editing  
They tried to solve the problem of not getting enough views from videos; they mostly discovered that some platforms do not have Algorithms, so they only need to make better quality videos.

Also when they tried to make better videos they just didn't have enough time to do it.  
When somebody hires an editor he saves them a lot of time.

They want someone who is communicative, responsive and always delivers on time.  
Someone who edits his own videos is aware that someone else can do that for him.

They respect and believe in people who do a great and quality work,  
They like people who are innovative and creative while editing their videos,  
They don't like low quality videos and being charged extra.

Character traits that have value that this avatar is looking for in an editor who has a lot of creativity, attention to detail, patience while doing repetitive processes, calmness while spending a lot of time while editing videos, they can adapt really fast to changes, communication skills and technical efficiency.

They seek that a professional editor is able to look at one or two videos and immediately know how to mimic that style.

Character traits that despise and the avatar isn't looking in an editor are all the opposite of the traits that give value and also they don't like someone who overprice and doesn't deliver on the requests they ask (which really weren't a lot) and were really generic.

People know that if they want a professional editor, who will take a lot of their work & time off and will give them great results, which will give them an extra boost for their channel - it will cost them a very decent amount of money.

They paid less money for someone who is not that skillful and saved money but got bad results than they thought they would get.

They don't want to spend time explaining to an editor how they would like the work to be done!

They want an editor to fill all of the requirements that they set.

It's always a huge relief when you hire an editor and don't have to worry about editing anymore. I had several clients tell me that they finally have more peace of mind now that they don't have to edit.

## Awareness and Sophistication level

They are much aware of problem that editing is hard and takes a lot of time  
They have been in the market long enough so they know about the product and that is someone who can do editing for them.

## Where are they now

Scrolling on social media

## Where I want them to be

I want to catch their attention and then;  
Spike their emotions and desires, pains;  
So they send an message to me

And here is the actual work, it is splitted in 5 different DIC short form copies

## Short form copies

1.

The Secret to Why Famous Content Creators Hire a Professional Short-form Video Editor!

It's not because they have time to do it alone, it's not that they don't have the skill, it's not that they hate editing.

The truth is that hiring a video editor is a huge relief, which gives you more time to relax and enjoy your life with your close ones.

Instead of slouching over the computer with your back hurting, frustrated over edits, and still getting 2 views total,

You should send me a message "Editor" and become a Famous Content Creator with so much free time that you can make a second profitable Social Media Account!

2.

The Secret to Getting 100k+ Views With Short-Form Content

Are you a Content Creator who is ready to blow up and have millions of views, monthly, on all platforms?

Only 1 thing is stopping you from achieving your goals!

And well, it is actually that you don't know how to implement new methods of editing short-form videos to get the best possible edits ever!

IF you just knew the new method to edit short-form videos that a few people know, THEN you would 100% improve your social media!

Send me a message with “Editor” for more information!

3.

How to unlock hours of free time, and still get your videos edited?

While hiring a professional video editor does involve an upfront cost, it can save you time and ensure a higher quality output than doing it alone.

Did you know that over 60% of Content Creators burn out while editing videos and then stop posting content? Don't let that be you!

Are you going to be in that 60% or you'll ensure to get hours of free time while getting your videos edited?

Send me a message with “Editor” for more information!

4.

**WARNING!** Stop editing your short-form videos!

Are you a Content Creator whose all time is spent editing your videos, slouching over the computer with your back hurting, frustrated over edits, and still getting 2 views total?

Do you want to have these results without editing on your own?

<image of results>

Imagine yourself relaxing and watching your Social Media blast with new followers, while you enjoy the most delicious food in the world!

With all that free time you could make a brand new PROFITABLE Social Media page.

Are you going to let someone make that free time or you will go back to editing, which is a time-consuming process that feels like a nightmare?

Send me a message with “Editor” for more information!

## 5. GET AN VIDEO EDITOR FOR FREE

Are you a Content Creator who spends all of his time on editing short videos?

How do you achieve better results even without editing your videos?

The easiest way is to actually hire a skilled video editor with extensive experience in creating professional, high-quality content to do it for you!

You MUST have a video editor who can mimic your style, and then you can relax on your comfortable couch while he does the work!

The single step left is to send a message “Editor” to get one for yourself!