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**Rumble 100 Burpees:**

<https://rumble.com/v432wt2-100-push-ups.html>

My copy is the text that will be spoken in a video ad on social media for a finger-training gadget.

**4 questions**

A) Who am I talking to?

The target audience is students at school, mostly males.

B) Where are they now?

They are bored in class, probably on their phones.

C) What actions do I want them to take?

- Get off their phones.
- (Do more physical exercise).
- Check out the product.

D) What do they need to experience to get from B to C?

- They need to realize that there are better ways to make the time pass than to be on their phones.
- They need to get motivated about what they could achieve with that gadget.

### **Roadblock, Solution, Product:**

Roadblock: People are bored at school and waste their time on their phones instead of doing something “useful”. While using their phone they don't get anything from the lessons, because they're in a completely different world.

Solution: Find an activity that has some purpose (for example physical strength) that will occupy students in class without captivating all their mental focus so that they may get something from the lessons.

Product: The product we sell provides such an activity.

### **Personal Analysis:**

I think my subject line is not too bad: it's generic and something (nearly) every student experiences daily.

I tried to base my actual copy on the HSO method:

1st paragraph:

I started by earning the right to tell a story by addressing my audience and by describing a situation they recognize.

2nd paragraph:

From there I tell my story around the product and how successful it was in my class, making them hopefully be able to imagine and desire that situation happening in their class.

3rd paragraph:

I'm not sure if I should just cut it out...

4th paragraph:

I'm not satisfied with the CTA and it's generally the part I struggle the most on (any advice would be more than welcome). This time I tried to make it sound like I don't care if they buy my product (is this a good idea?)

## **My copy:**

Video SL: Bored at school?

Video text:

“Do you have one of these classes at school, where you don't learn anything and it's super boring?

For me, it's the French classes: everybody is on their phones even though it's against the rules, just to make the time pass faster.

One day, I got my phone confiscated because I was too focused on it (such an amateur mistake) and I took out my finger trainer to occupy myself.

My table neighbor saw it and wanted to try.

We spent the next hour smashing each other's records while more and more of my classmates joined the challenge and my gadget passed from hand to hand under the tables through the entire room.

Just a few days later, I saw one of my classmates take out his new finger trainer and practice in class while listening to the lessons.

Since then, a lot more people got themselves one and we challenge each other every day.

That situation happened about 2 months ago and our records keep climbing. Imagine how our forearms are gonna look like -how yours could look like- when the summer starts and everybody will walk around in T-shirts.

Get yourself a finger trainer and challenge your friends at school.

I linked the one most of us use down in the description.”

Video Description:

“Don't be bored at school and get ready for the summer:

Earn yourself impressive forearms.

*[LINK to product]*”