

Vimeo: <https://vimeo.com/984924502?share=copy>

alternative:

<https://rumble.com/v576d16-cra.html>

I don't know if there is any issues on vimeo, but I have completed pushups + squats, in case it doesn't open, I would really need your help because tomorrow (17.07) I want to send it back to partner.

Content Requirements:

- ☒ ~~Answer the four questions from the winner's writing process.~~
- ☒ ~~List the reader's roadblocks and the solutions/mechanisms to solve them.~~
- ☒ ~~Include your personal analysis of your copy's weaknesses and how you plan to improve them.~~
- ☒ ~~Identify your copy's weaknesses and make an effort to fix them before submission.~~
- ☒ ~~Explain how you attempted to fix your issues and ask for feedback on your efforts.~~
- ☒ ~~Explain how your product's strengths and weaknesses play into the value equation~~
- ☒ ~~Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel~~
- ☒ ~~Show and explain the full funnel.~~

Additional Requirement:

- ☒ ~~Share an unlisted Rumble or Vimeo video of you performing either 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups.~~

For Paid Ads:

- ☒ ~~Describe the testing strategy you are using.~~
- ☒ ~~Indicate where your post is within that testing strategy.~~

1. General context: This is a facebook ads campaign for a small company that is running a lightning shop in Poland, but also provides various additional courses/ tutorials about lightning. This particular campaign is based on an script for an reel video advertisement. With this ad I want to promote a free value, which is a 1,5 hour long webinar about:
 - 5 mistakes when designing busbars

- You will learn 5 main mistakes made during the design and installation of busbars
- Find out how to make such busbars not endanger your health.
- Get a dose of latest interesting inspiration

Biggest Business objective is to collect email addresses from architects, especially young and upsell them later for a full 8 week lightning course.

Goal of this particular reel based ad is to take them from cold traffic to Opt-in page, where they will claim their free webinar about the topic above.

The testing strategy I would like to use is to create 7 different hooks at the first “shot” to test biggest pains/ desires with the same body text. As soon as I complete that, I would like to experiment with different body texts, and create perfect ads.

Mind

2. Avatar- Market reserach:

What kind of people are we talking to?

- Men or Women?

70% Women

- Approximate Age range?

25-40 years

- Occupation?

Architects, aspiring architects, people with a strong interest in interior design and lighting,

- Income level?

Average, can rather afford to invest in themselves

- Geographical location?

Poland

Painful current state:

- What are they afraid of?

- Safety; “Are buses safe for children and pets?”

- working with time and budget: “Customers often expect me to come up with quick and inexpensive solutions using busbars, which is a big challenge for me.”

- What are they angry about? Who are they angry at?

- Complex terminology inaccessible to beginners

- I've dug through the internet looking for tutorials on how to design lighting using busbars, but they are all either too complicated or don't fit my type of interior.

- “I need a simple, step-by-step guide to show me how to design lighting in my living room without spending a fortune.”

- lack of technical knowledge: "I've passed the architect's exam, but I still feel unsure when it comes to designing lighting with track lighting. I need more practical information and guidance."

"It's hard for me to choose the right busbar components for a specific project, taking into account factors such as light intensity, angle of incidence and color temperature."

- What are their top daily frustrations?

- Difficulty in selecting the right components/manufacturers

- Lack of inspiration; 'I can't find any inspiring examples of using busbars in rooms similar to mine.'

'I need fresh ideas on how to use busbars to create unique and functional lighting solutions.'

- What are they embarrassed about?

- 'I feel embarrassed when a customer asks me about the technical details of busbars and I am unable to give them a comprehensive answer.'

- How does dealing with their problems make them feel about themselves?

- Doubting their own abilities

- What do other people in their world think about them as a result of these problems?

lose confidence in them and trust in their competence

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

'I dream of being able to create striking and functional lighting solutions using busbars with ease and confidence, but I keep coming up against obstacles.'

- What is keeping them from solving their problems now?

- Lack of access to reliable information: 'I find it hard to find reliable and up-to-date information on lighting design using busbars. Many of the sources available online are incomplete or contain incorrect information.'

- scattered availability of information

This often requires spending considerable time and effort digging through various sources to find the information needed.

- poor quality of sources provided

Dream State:

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- 'I would like to effortlessly design striking and functional lighting using busbars, taking inspiration from the latest trends and technologies.'

- 'I dream of clients admiring my skills and appreciating the creative lighting solutions I offer them.'

- Confidence in designing and not making mistakes
- want to earn more from their knowledge and experience.
- Want to develop themselves, keep up to date with the latest regulations. To learn about the latest technical solutions
- for newcomers to design professionally from the start and earn accordingly
- to have all the information handed to them on a platter, instead of wasting time and searching for it on their own, where he talks about technical matters in a simple, interesting and clear way
- want to know the advantages and limitations of individual rail systems.
- Who do they want to impress?
- I want to impress clients with my expertise and ability to create unique lighting solutions that meet their expectations.'
- to professional colleagues
- How would they feel about themselves if they were living in their dream state?
 - fulfilled, satisfied, proud of themselves
- What do they secretly desire most?
- 'I need access to a wide range of quality lighting products to be able to deliver my projects at the highest level.'
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Values and beliefs:

- What do they currently believe is true about themselves and the problems they face?
I am capable and creative, but lack confidence and experience in lighting design using busbars.'
- 'There is limited access to reliable information and educational material on busbar lighting design.'
- Who do they blame for their current problems and frustrations?
- small choice of components
- lack of in-house knowledge
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
'I have tried to learn lighting design using busbars on my own, but I have found it too difficult and time-consuming.'
- 'I'm afraid I'll make mistakes that could cost the client money, which is why I've been putting off busbar projects.'
- How do they evaluate and decide if a solution is going to work or not?
- 'I look for sound information and advice from experienced architects and lighting experts.'
- What figures or brands in the space do they respect and why?

- 'I respect architects who develop innovative and creative lighting solutions using busbars.'
- 'I appreciate brands that offer high-quality busbar components and reliable technical support.'
- 'I am inspired by the work of well-known lighting designers and follow the latest trends in the field.'
- perfectionism, competence, professionalism, ambition
- one topic, bite sized, with all the information
- everyone 'more or less' advanced will grasp the subject to the extent that they need to know it
- What character traits do they despise in themselves and others?
- Procrastination
- What trends in the market are they aware of? What do they think about these trends?
- aware of new lighting solutions that they want to keep up to date with
- 'I am interested in intelligent lighting systems that allow for dynamic and functional solutions.'
- What 'tribes' are they a part of? How do they signal and gain status in those tribes?
 - family, among architects,
- 'I use social media to showcase my lighting projects and build my personal brand.'

3. Where are they now? What are they thinking and feeling? Where are they inside my funnel?

There are cold traffic, do not know my brand, In the evening avatar is chilling, reads articles and books on architecture and lighting

4. What actions do I want them to take at the end of my copy? Where do I want them to go?

Click the link and move to Opt-In page with this webinar

5. 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?

- Hit their biggest current problem/ frustration
- Ensure it is for them
- Get to know how they can improve their current state and bullet points advantages I have to offer
- Eliminate Objections
- Social proof
- Cranck the pain/desire
- Cta

6. Roadblock/ solution:

What is their obstacle (roadblock):

Lack of professional guides for beginners and reliable information

Scattered availability of information

Often requiring a considerable amount of time and effort to dig through various sources to find the information needed.

Poor quality of sources

What is the solution/mechanism:

A unique professional webinar that will provide you with basic knowledge on the topic of busbars given on a tray delivered in a simple and clear way based on practical information and examples along with a mass of the latest inspiration.

7. Awareness/ sophistication:

Market awareness: Stage 2/3 They are at a level when they know the problem and are looking for or already know the solution:

Show the problem, then the solution and the product as the best way to solve the problem

Market sophistication: Stage 4, position your mechanism as unique, bigger and better

8. Levers

Is the effect they will get from this, in their opinion, worth it?

Current Pain/Desire Level (how much they want it): 7

Current Barrier Cost: effort, price, sacrifice, time and work put in: 5

Estimated level of desire needed to take action, how I will raise this: 8, will show the biggest upside of the product

Estimated barrier height needed to take action, how I will lower it: 4, will show that it is free and they will get a ton of stuff for it, just click on the link and pick it up, condensed knowledge

Do they believe that the idea (to achieve an effect) works?

Current level of belief in the solution (problem-solution mechanism, logic, credible source, social proof, results, fit with individual needs) : 3

Current Barrier of cost, guarantees, personality : 7

Estimated level of belief in the solution needed to take action, how will I raise this: 6
Expert, problem solving mechanism with low cost, will fit into individual needs of young architects.

Estimated barrier height needed to take action, how I will lower it: 4
Show lack of risk, expert personality, reduced cost

Do they trust the brand/person selling this product?

Current level of trust in the seller (good knowledge of the brand/product, familiarisation with it, social proof, another person you trust votes for them, signs of leadership, certifications, qualifications): 4

Current Barrier: Cost, personality: 7

Estimated level of belief in the company needed to take action, how will I raise this:6
I will introduce the product lightly why it is worthwhile, social proof (hundreds of architects have already trusted us) , show an expert with experience

Estimated barrier height needed to take action, how I will lower it:5
I will lower the cost

ADVERTS

The secret to easy design of functional interiors using busbars

Whether you are a beginner or an experienced architect, you should learn as soon as possible about:

- The 5 main mistakes made when designing and installing busbars
- How to install them safely so that they do not endanger the health of children and animals.
- Learn the advantages and limitations of the different rail systems.

In addition, you will receive the 2024 catalogue of the latest inspirations with which you will learn about the latest technical solutions!

Now you may be wondering, 'But where can I find professional information based on real examples from experts without paying several hundred zloty for the course?'

All you have to do is click the button below and you will get all the information about buses in a simple and clear way completely free of charge.

I've already helped hundreds of people earn better from my knowledge and experience and now I want to help you, so don't waste any more time looking for information on busbars yourself and click the button below.

My analysis:

I'm not sure if the hook isn't too wide audience, so to fix it I have made 6 others that I will test to check which one works best. To body part I have cut a lot unnecessary parts so that it is more concise, straight to the point and more powerful. Also I switched order and moved bullet points to be one of the quickest things that the viewer will see, but I don't know if it didn't lose its flow because of that.

Other hooks:

The 5 main mistakes made when designing and installing busbars.

5 simple tips to help you avoid the most common mistakes when designing and installing busbars.

How to install busbars so that they do not endanger the health of children and animals.

Are you wasting your time looking for information on busbar design and installation yourself? Wrong!

Are you an architect looking for a free guide on designing and installing bus ducts?

🔴 Attention Architects! Don't design busbars until you've seen it!

Alternative version of body:

The 5 main mistakes made when designing and installing busbars.

If you're a novice architect and don't feel confident designing rail systems, I've put together a free webinar to help you fill in the gaps in your craft and finally start earning your knowledge and experience.

With this, you can find out today:

- What are the advantages and limitations of the different rail systems.
- How to install them so that they do not endanger the health of children and animals.

- You will learn the secret of easy design of striking and functional interiors using rails!

In addition, you will receive the 2024 catalogue of the latest inspirations with which you will learn about the latest technical solutions!

All you have to do to receive the webinar is click the button below and you will get all the information about busbars in a simple and clear way completely free of charge.

Start inspiring confidence in your customers with your knowledge and be proud of your projects!

Click the button below and receive the complete course based on real examples from an expert now.

My analysis:

I think it might be better in case of catching attention with their biggest problem at the beginning, but it also loses on revealing the secret sauce which in this case is the webinar. Overall it might help catch attention, but I assume it might have a bit worse conversion. I also changed the pain point at the very end so that it will better resonate with their ambition and upper part of Maslow's hierarchy

Last one:

Being an architect, I understand very well how hard it is to find professional and reliable knowledge on the design and installation of busbars.

Masses of time spent searching, no beginner's guides and low quality information....

That's why, for ambitious people like you, I have prepared a free webinar where you can find out today:

- what are the advantages and limitations of the different rail systems.
- How to install them so they don't endanger the health of children and pets?
- You will learn the secret of easy design of striking and functional interiors using rails!

In addition, you will receive the 2024 catalogue of the latest inspirations with which you will learn about the latest technical solutions!

All you have to do to receive the webinar is click the button below and you will get all the information about busbars in a simple and clear way completely free of charge.

Start inspiring confidence in your customers with your knowledge and be proud of your projects!

Instead, click the button below and receive the complete course based on real examples from an expert now.

My analysis:

It starts less like an advert, but more like a story telling wich might help build a bond with customer, also addresses similar pain points. It creates more “I have been there” thought than the previous.