

# 100 Push-Ups

Link to video:

<https://rumble.com/v45yoxq-100-push-ups.html>

## Who is reading the copy?

Undergraduate university students, men and women, between the ages of 18 and 25. They study at universities in the USA, Canada, Europe, and Hong Kong. But they all come from different countries all over the world.

## Where are they now?

During the academic year, they're being bombarded with assignments from different courses that they have to complete within a certain deadline.

When several assignments stack up in their schedule, the students start to feel:

- stressed, overwhelmed, and anxious because they have so much work
- worried that they might not be able to complete all of them
- under constant pressure because the deadlines are tight
- afraid that they'll get a bad grade and this will negatively affect their GPA. They're afraid that if their GPA is too low, they might not meet the minimum requirements of the university. Or they might not get a job in the company where they dream of working.
- sad and depressed because they don't have enough time to hang out with friends or go do something fun.
- worried that they might fail the assignments, which would disappoint their parents who have already paid so much money for their education.

Usually, this is the process these students go through:

1. They know they have an assignment, and the deadline is after one month, for example.
2. They procrastinate (or make very little progress) for the first three weeks.
3. When the deadline approaches, they panic and finally start working on their assignment.

4. And even though they still tend to procrastinate (playing video games; scrolling on social media; hanging out with friends; laying in bed taking naps), now they're more likely to actually sit down and work on their assignment.
5. Several days before the deadline, they tend to stay up until late at night, sacrificing sleep in order to work on their assignment.

These students usually go through life complaining about how much work they have to do, how stressed they are, etc.

These students spend the majority of their time on their phone. And while on their phone, they suddenly see an interesting message pop up in one of the Social Media groups they participate in with other university students. That's a message sent from my client (who has somehow managed to get into these Social Media groups with students). The message is the one I'm sending below for review.

## At the end of the copy, what is the objective? What actions do I want them to take?

Click the link in the CTA, which would take them to the website of my client's business — it's about helping university students with their assignments. (Basically, students send their assignment and a writer completes it for them.)

## What are the steps they need to go take to go from where they're at now to where I want them to go?

I want to:

1. connect with their pains/desires by presenting my client (the sender of the message) as someone who has been in their shoes and understands them. So the students can relate to him and trust him.
2. Amplify their pains/desires.
3. Direct them to the solution.

I need to communicate that there's no scam involved because from time to time students get messages promoting similar services. And all of these messages sound salesy and scammy, and that's why students don't trust them and they don't even read them.

# The reader's roadblocks and the solution/mechanism that will solve those roadblocks

Roadblocks that are preventing the reader from experiencing their Dream State:

- laziness
- lack of discipline
- procrastination
- avoiding the work

The solution I'm offering has nothing to do with overcoming their roadblocks (like making them disciplined or fixing their laziness).

The solution is: the student submits the details about the assignment that's bothering them, and then an experienced writer completes it for them.

So the solution is an easy shortcut to the reader's Dream State (but only temporarily until the next semester rolls over).

# My best personal analysis of my copy's weakness and how I think I should improve it

Because the message will be sent in Social Media groups, the its first line = Subject Line.

I think none of my Subject Lines are anything special.

Things to consider:

- I'm talking to people whose attention spans are ultra-low.
- The message will be sent in groups with university students. And lots of students don't even bother reading the messages in those groups. They often just look at the notification (showing just the beginning of the message where the Subject Line is) and decide whether to open the chat or not.

I'm trying to create a short Subject Line that:

- connects with their pains/desires
- is the boldest claim I can make about their Dream State

To write the most effective Subject Line, I think I should stack as many elements about their Dream State as possible (no stress, no effort, easy, good grades, high GPA, more free time, etc.)

You can see the Subject Lines I've come up with down in the copy.

You can see the rest of my analysis of my copy's weaknesses in the comments made to the copy.

## Copy — Short version

University stress GONE!

How average students get **high** grades with **minimal** effort.

No matter your major, there's a simple way to boost your grades this semester and make your workload quickly disappear.

All you need is an experienced writer by your side — someone who can take ANY assignment and turn it into a magnet for excellent grades in no time.

Thankfully, our team of Writing Gurus have already helped THOUSANDS of students with their challenging assignments.

And we ('re excited to) bring these Writing Gurus right to your front door:

<https://allexander452.wixstudio.io/assignments-expert>

## Copy — Long version

Subject Line:

- connected to stress:
  - How to instantly overcome university stress (while also improving your grades)
- connected to effort:
  - The shortcut to improving your grades with way less effort
  - The quick and easy way to get the grades you want with way less effort
  - How to get the grades you need with a laughable amount of effort
  - Get better grades with way less effort

This is how students are able to boost their GPA without having to go through sleepless nights.


I still remember my university years...


Professors were throwing challenging assignments IN MY FACE.

The deadlines were so tight I could barely breathe. (Not even during the weekends!


But last year – as part of my job – I connected with more than 2,000 undergraduates from around the globe. And it hit me...

Being a student back in my days was a summer picnic compared to the cold/bloody battlefield it is today.

Workload has gone heavier 

Deadlines tighter 

Tuition fees \$\$\$ jumping through the roof.

And while I can't really snap with fingers  and make education cheaper, me and my team can certainly make it less overwhelming.

Introducing...

The quick and easy way to boost your grades this semester and forget about the stress of university.

Click the link to find out how: <https://alllexander452.wixstudio.io/assignment-experts>

P.S. Back in my days the internet wasn't what it is now. If we had access to such resources, graduating successfully would've taken waaay less sweating.