

AIKIDO REVIEW #1

Pushups : 📺 IMG_1947.MOV

What is the copy : Script for upcoming promotional video to hire experienced candidates

Who am I talking to? Who is my avatar?

- Someone ready to take action
- Someone that wants to learn to run a business
- Someone who wants to be financially free
- Someone that has some type of experience, sales preferred.
- **Avatar** : Eris has been in sales for a couple years here and there, but is now looking for a new challenge. He wants a better life for himself, but has a hard time sticking things through and quits before the results appear. He desperately wants what he can't afford. Eric needs to use this desperate power of wanting something and put it towards work and actually getting shit done.

Where are they now ? What are they thinking & feeling ?

- First off they are at the first step of the funnel
- The video most likely appeared in front of them through paid ads

- Right now they are not where they want to be, they might have an idea of where they want to be and maybe not.
- They often think about their current situation and how to improve it by trying different side hustles that didnt really work.
- They might be feeling overwhelmed, like they cant seem to figure out whatever their current problem is.
- They might also be scared to take action.

Eric has recently been getting angry at himself and his current state. He struggles to go to work everyday, has a lack of motivation, determination and discipline. Eric really wants to change his way of life but seems to be more waiting for an opportunity to come rather than go out and find a opportunity.

What must they experience in my copy to make them take action ?

- They must feel the pain they are currently in to push them to take action
- They must see a clear dream state, and feel what it would be like to be in that state
- They need to experience enough pain and relief to make them feel bad about their current state and push them towards a better life.

Eric needs to see the opportunity as risk free. Since he's tried multiple things already, he needs to feel enough pain and see that the dream outcome is at reach.

What are the steps I need to guide them through to make them take the action I want them to take ?

- First thing they need some type of slap in the face / wakeup-call, need to make them face their pains head on
- They need to feel like the goal / result that I portray is reachable
- Need to inspire them not to want their dream state, but to go after their dream state.

What objective do I want to achieve ?

- The objective is to get them to click the link and be sent to the opt-in page where they can contact us for a chance to start working with us.

What are you selling ?

- Selling the opportunity to make as much money as you want.
- Selling the opportunity to grow as a person (self-improvement)
- Job opportunity that allows to grow in the company but also as a person. If you work hard enough you even get the chance to run your own company.

Roadblocks

Eric is stuck in the Matrix 9-5h job working in and out with no evolution. He's tried couple of side hustles here and there, but has trouble sticking things through.

Solution

The solution is simple, stick things through and put in the work and you will win. For some people it is harder than others, so not only we can give Eric the opportunity but we will guide him through all the steps in a healthy challenging work environment.

Defining Video Model from Successful Ad

I based myself off the model of this ad to get me started : FLOW RESEARCH

COLLECTIVE AD (  Link to Ad  )

<https://drive.google.com/file/d/1jwMkPieP0x6SN2yZZFYdO8ycil51PIQ8/view?usp=sharing>

Analyzed Video Model :

1. Problem
2. Imagery to amplify
3. Quote
4. Amplify x10
5. Solution
6. Testimonials

7. Free “something”
8. What you can expect
9. Testimonials
10. Call to action

Target Audience Tweak Draft

*After meeting with client, we decided to tweak the target audience towards experienced candidates rather than a free-for-all. Keep in mind the script was translated from french to english as well. If it is possible to review in french I let the french version in, if not English version right under.

Problème :

Salut à toi, aspirant à maîtriser l'art de la vente !

Et si tu dirigeais tes efforts vers une réussite financière assurée ?

Aimerais-tu que chaque dollar gagné soit le fruit de tes efforts bien investis ?

Chez LSI, nous comprenons tes ambitions et nous avons précisément ce qu'il te faut !

Imagination :

Imagine-toi au lever du jour, émergeant dans ton propre sanctuaire, un somptueux condo. Sans perdre une seconde, tu prépares un café fort et tu t'avances sur ton balcon spacieux, et tu te dis “Aujourd'hui, c'est du sérieux, et tu le sais.”

Citation :

Comme l'a souligné Amelia Earhart : "Le plus difficile est la décision d'agir, le reste n'est que de la ténacité."

Engagement :

Alors, prends la décision d'agir DÈS MAINTENANT et réitère cela chaque jour, SANS EXCEPTION.

Si tu t'engages pleinement et que tu donnes tout, RIEN ne pourra t'arrêter !

ÊTRE DISCIPLINÉ ? C'est dans tes cordes.

RESPECTER CE QUE TU DIS ? Une seconde nature.

FAIRE DES GAINS CONSÉQUENTS ? Absolument. Tout est à ta portée, mais seulement si tu déploies l'effort nécessaire, si tu travailles assidûment chaque jour jusqu'à voir les résultats éclater !

Ne t'inquiète pas, nous sommes là pour te guider à travers chaque étape.

Solution :

Nous mettons à ta disposition tout ce dont tu as besoin pour exceller à nos côtés.

Outils, compétences, coaching individuel, tout est là dès le départ !

Tu perfectionneras chaque aspect, de l'art de débiter une conversation à l'adaptation à toutes les situations, et même à la gestion prospère de ton entreprise.

Témoignage :

Prends comme exemple Alaa qui a lancé son entreprise en seulement 14 mois, ou sur Riad qui à ouvert la sienne en 12 mois.

Mais si tu donnes le meilleur de toi-même chaque jour, comme tu devrais, tu le réaliseras en 6 mois, de la même façon que Faten!

Présentation Gratuite :

Alors, tu penses être prêt à entreprendre un nouveau défis et à devenir une meilleure version de toi-même? Contact nous MAINTENANT et je t'envois notre guide "8 étapes pour réussir" par courriel directement, un trésor que tu pourras mettre en pratique dès aujourd'hui !

Call To Action :

Ah, et je n'ai pas précisé, C'EST GRATUIT ! Nous recherchons des esprits comme le tien. Alors, qu'attends-tu ?

Ça ne te coûte rien, alors initie dès maintenant ton voyage vers TON succès !

PENSES-TU DÉTENIR LE SECRET DU SUCCÈS ENTREPRENEURIAL ?

DÉCOUVRE-LE EN NOUS CONTACTANT !

CLIQUE ICI POUR AMORCER TA RÉUSSITE

English Translated Version

Problem :

Hello to you, aspiring to master the art of sales! And what if you directed your efforts towards assured financial success?

Would you like every earned dollar to be the result of your well-invested efforts?

At LSI, we understand your ambitions, and we have precisely what you need!

Imagination :

Picture yourself at daybreak, emerging in your own sanctuary, a luxurious condo.

Without wasting a second, you brew a strong coffee and step out onto your spacious balcony and you tell yourself "Today, it's serious, and I know it."

Quote :

As Amelia Earhart emphasized: "The most difficult thing is the decision to act, the rest is merely tenacity."

Amplification :

So, make the decision to act NOW and reaffirm it every day, WITHOUT EXCEPTION. If you fully commit and give it your all, NOTHING can stop you!

BEING DISCIPLINED? It's in your blood.

RESPECTING WHAT YOU SAY? Second nature.

MAKING SUBSTANTIAL GAINS? Absolutely.

Everything is within your reach, but only if you deploy the necessary effort, if you work diligently every day until the results burst forth! Don't worry, we're here to guide you through every step.

Solution :

We provide you with everything you need to excel with us. Tools, skills, one-on-one coaching, it's all there from the start! You'll refine every aspect, from the art of starting a conversation to adapting to all situations, and even managing your business prosperously.

Testimonials :

Take Alaa as an example, who launched her business in just 14 months, or Riad, who opened his in 12 months. But if you give your best every day, as you should, you can achieve it in 6 months, just like Faten did!

Free Presentation :

So, do you think you're ready to take on a new challenge and become a better version of yourself? Contact us NOW, and I'll send you our guide "8 Steps to Success" directly by email, a treasure you can put into practice today!

Call To Action :

Oh, and I haven't mentioned, IT'S FREE! We're looking for minds like yours to join our.
So, what are you waiting for? It costs you nothing, so initiate your journey to YOUR
success now!

DO YOU THINK YOU HOLD THE KEY TO ENTREPRENEURIAL SUCCESS?

DISCOVER IT BY CONTACTING US!

CLICK THE LINK TO INITIATE YOUR JOURNEY TO SUCCESS