

Personal analysis

1. In my first draft I didn't hit the pain of my avatar well enough. I want to make their survival state react and guide them to the actions I want them to take. In this second draft, I think I did a better job. What will you improve to hit their survival state?
2. In my previous draft the emails were far too long. In this draft, I cut unimportant lines and left only the most important ones. Do you think there is a way to make them even smaller without sacrificing value?
3. Creating urgency in email 4 was without a reason and clearly salesy. I gave a reason that I think is good enough for the reader. Do you think the reason is good? How will you improve it?

4 Questions

1. Who am I talking to?

I am talking to Michael. He is a man, 21 years old, flipping burgers at McDonald's. He is broke making little to no money just enough to pay the rent.

He wants to pursue something meaningful but he never starts or finds the courage or energy.

He often likes to consume motivational content because it gives him direction and energy to do something meaningful.

He fears failure, being judged by others and himself on the life he lives.

He is often stuck with negative habits, circumstances, or self-talk.

Micheal isn't confident in himself and is scared to interact with people.

Micheal has financial and physical (his body is weak) insecurities.

He finds himself being angry constantly at himself for not doing what is right, he often puts himself down with negative talk.

Micheal feels overwhelmed by the tasks and stress he has to endure in his 9-5.

He is frustrated for making no progress and he feels stuck forever.

He thinks he is a failure and is scared that one day his family or friends will say it.

Micheal desires stability and freedom but often doesn't want to put the effort in to deserve it.

He feels better and stronger when empowered and that is why he is reading and consuming motivational content.

Micheal wants to impress his family and friends but mostly he wants to impress himself. He wants to feel proud and respected for his work.

Micheal dreams of being confident and able to socially interact with other people better.

2. Where are they now?

How has their day been by now? (feelings, frustrations, pains, happy moments, etc...)

The same for their life?

Micheal is using his phone at home or work to consume some motivational content.

Micheal sees the email and must be hooked by the SL immediately or he will go to short-form content.

The email must be interesting to him the WHOLE way. Easy to read, understand and follow.

Micheal must receive something in every email- value, dopamine, motivation, etc...

He has been at work for most of the day- feeling tired and frustrated with his current inability to run away from the 9-5 job.

He feels like trash and not important while at work.

3. What do I want them to do?

What state of mind are they in?

What are they looking for?

What are they thinking, and feeling?

What are their fears, distractions, and doubts?
What questions are they asking themselves right now?
Address their thoughts...

For the landing page, I will hook them with a fascination, in the body I will present the benefits and CTA to sign.

In the first email, I am giving him the lead magnet I promised and teasing that I will give him the full IG course for free in the next email. The idea is to make him anticipate my emails.

In the second email, I gave him the full IG course for free and used the CTA to offer him help with implementing and learning the IG course.

In the third email, I start with a mini-story about my client, then I identify the problem, handle objections, and CTA which will be a teaser for the next courses (connected to the IG course).

In the fourth email, I will quickly recap everything said in the last email (1 line, max 2), then continue the story of how the course helped my client, CTA, and then link to the transactional page

4. What are the steps?

1. Landing page

Hook → Fascination (Money related)

Body → Benefits

CTA → Giveaway for free money-making course, Urgency

2. Emails

- Email 1

Greet → Lead Magnet → CTA for IG course

- Email 2

Hook (a special easy method that is proven) → Body (Benefits, access to the course for free, you are special) → CTA (Offering help)

- Email 3

Hook (Mini-Story of how you started) → Body (Identifying the problem), (Why we are different) → CTA (Solution) → Teaser Video

- Email 4

Hook (Quick Recap) → Body (Story around how X course helped you) → CTA (Price Anchoring, 2-way close) → Transactional Page

Roadblocks and solutions

1. Financial Instability & Debt

- Solution: We will give them a free IG course and then upsell them with mindset and tactic courses.

2. Lack of Direction & Ideas

- Solution: In the emails, I will encourage Michael to reach out to us if help is needed.

3. No Discipline or Consistency

- Solution: Share techniques for building strong habits, such as setting clear, achievable goals and using habit-tracking tools.

4. Fear of Failure & Taking the First Step

- Solution: Make the first step as easy as possible. This will be done by giving them access to the IG course for free.

Product

The product is a course that covers how to learn and use skills quicker and how to find and solve complicated problems.

Current State

Working in a 9-5, currently in debt. They are searching for ways to make money online as a side hustle without much risk and time needed to succeed (they are ready to work 1-2 hours per day until they see results).

Dream State

Financially stable, working from home, making enough money to help their family (retire mum, buy a house for mum, etc..). Having high-status materialistic things like supercars, watches, etc..

The copy is not tested.

The market is very sophisticated.

There are many other gurus trying to sell scammy courses to Michael. He tried and failed at some. I need to show how and why I am different. I need to give them remarkable in-front value.

They are product-aware.

Value Ladder

Currently, we are selling low-ticket products (the entire course for 10 dollars). Also, we have a high-ticket 1on1 service which will be advertised using the survey. I will segment the readers into high and low tickets and target them from there. To the high-ticket, I will send personalized outreach messages. For the low-ticket it's the email sequence (emails 3-4 only for them) and the funnel below after email 2.

Value equation

Dream Outcome: Make money online which will help them quit their 9-5 and start being financially free and stable.

Perceived likelihood of success: The account my client has is the main credibility source.

Effort\Sacrifice: They will need to go through and use all of the methods to create their own IG. Having to go through a survey also at email 2.

Time Delay: They will need time to grow their following before starting to monetize. This will be shown in the IG course.

Dream Outcome

They want to have an IG account with over 180,000 followers and around 6 figures income working only 1-2 hours daily. That is their dream outcome of the IG course. Now they would expect to speed up this process with the course offered in email 4.

Funnel:

Post\Story\Reel → DM (ManyChat) → Landing page → Email 1 (Lead Magnet) → Email 2 (freebie) → Email 3 (freebie+tease) → Sales Email (how X course helps us or someone famous) → Transactional page

What are they thinking?

While reading the first two emails they are thinking about if the IG course will actually help them make money online. They are debating in their head if it's worth it or not.

While they are reading the last two emails their thought pattern is similar with the difference that they are debating if the offered course will actually help them and if the money is worth it.

Where are they emotionally and physically?

In the 4 questions, it's touched more.

Physically they are using their phone either at work or at home (probably after work). Emotionally they are excited to learn about the Free and proven IG course (proven because of the credibility of my client- big account on IG), also they are skeptical because the emails may sound too salesy or scammy.

Push-ups

<https://rumble.com/v4ddjyf-push-ups.html>

Email Sequence

Email 1

SL: Instagram Roadmap to \$10K

The "Instagram Roadmap to \$10K" is your guide towards the freedom to do whatever you want, whenever you want.

Follow the instructions inside and:

- Consistently make around \$10K per month, so you can quit your crappy job.
- Live all around the world without worrying about your bills.
- Earn the respect and love of your family and partner.

(Insert blueprint here)

Inside you will have:

- The full blueprint for making **\$10K** using only Instagram without showing your face.
- Personal help from someone who has already gone through all the problems and challenges you might experience and now is successfully making more than \$100k.

- My special Instagram hacks guaranteed to take you from 0 to 180,000 followers as quickly as you can.
- 3 special bonuses designed to accelerate your path to \$10K a month.

In my next email, You will receive for FREE:

- The Daily Checklist that Will Guarantee Your Success
- The Ultimate template for IG success
- 4 quick and simple shortcuts to a faster and easier road to \$10K.

If you need any help or have any questions, you can DM me (https://www.instagram.com/ck_mindset/) or just reply to this email.

Email 2

SL: Additional Free IG Resources

Before I give you a bunch of high-level resources

I want you to understand a very important aspect of acquiring Wealth...

If you want to open your bank account one day and see **a new transfer of \$10K into your account**

if you want to have the choice to randomly decide on Sunday morning to travel half the world and **actually be able to do it...**

...then you need to:

- **Completely switch your Mindset**

Before building my Instagram, I tried COUNTLESS programs and guides sold by other gurus...

All of them failed miserably because they were missing the one key to completely flipping a broken person's life...

- The Ability to transform a broke loser into a high-performing winner

Using this experience, I've built a system that guarantees your success:

- Level 1 → Change your Mindset
- Level 2 → Learn a valuable money-making Skill (IG for example)
- Level 3 → 1-1 personal help to grow your business beyond 6 figures

This is the exact system that guaranteed my success and it will guarantee yours.

You have a special advantage... shortcut to level 2 with the "Instagram Roadmap to \$10K".

But don't get it twisted the path to \$10K will be extremely hard.

Be ready for complicated problems and hard challenges.

Of course, you can count on me to help you whenever you need it.

For now, complete the short survey below and get immediate access to:

- The Daily Checklist that will guarantee your success with IG
- The Ultimate template for IG success
- 4 quick and simple shortcuts to a faster and easier road to \$10K.

The information from the survey will be used to understand at what level you are and how we can help you advance further.

Your Online conquest begins here 🙌

(Insert survey and resources at the end)

Email 3

SL: These two additional resources will make you \$10K per month

The "Instagram Roadmap to \$10K" won't be a fraction of its value, if you don't know:

- How to completely destroy complicated problems, so you can **actually hit your \$10K per month goal.**

- How to learn anything 10X faster, so you can see the first \$10K transaction hit your bank account **ten times faster**.

As inflation hits and all prices go 10 times higher...

you wouldn't be able to even buy your groceries, let alone a car or a home for your family.

As time goes on the rich will become richer and **the poor will be even poorer...**

Just look around you... the world is going nuts... Wars, Covid, Crazy high inflation, WW3...

Everything can happen tomorrow and YOU ARE NOT READY.

Imagine WW3 hits tomorrow and you are in your country without a way out...

DOOMED to die and end your generation because of leaders you don't even know

Your wife and kids crying out of fear while hearing air attack after air attack...

And the rich were long gone because of their vast network and money. They flew out and are safe now...

Do you now understand the importance of building an online business that can give you the money needed to escape such situations?

Focus on building your IG empire as quickly as possible...

So you can accumulate the wealth to not only do whatever you want but have the opportunity to escape from life-ending dangers.

You can check the videos below for more information on how to build your IG empire as quickly as possible. 🙌

(Preview of 1.0 Start Here)

Email 4

SL: The New Shortcut to \$10K...

I want you to understand that this is a special, limited chance to accelerate your way to \$10K per month.

I don't want the masses to access this special course, because if they do then the strategies and templates will not work...

If everybody uses it, then it will NOT work for you.

That's why everyone has only 72 hours to access it.

You remember what I told you in my last email?

WW3 and countless other world-ending dangers are coming and YOU ARE NOT READY...

Get yourself together and achieve a safe and happy future for your family by accumulating at least \$10K per month as quickly as possible.

Use the video course below:

- To learn and implement all of the strategies needed to hit \$10K per month in the fastest and easiest possible way.
- To solve the countless problems that will pop up while growing your following without breaking a sweat.

Mainly because of these two skills, I was able to wake up one day and see:

- Over \$100,000 in my bank account in one transfer
- Over 1 million views
- More than 180,000+ followers

This is the course that will help you secure your family's safety by helping you get to the fastest possible path to \$10K per month.

Get the courses and receive:

- Even Better Templates (\$45)
- Personal Help from me (\$100)

- Easy methods to destroy all problems and stay on the \$10K roadmap. (\$200)
- Methods to learn anything 10 times faster, so you hit \$10K per month ten times quicker. (\$155)

The combined value of the course is \$500 but because you have gone this far I will make an exception just for you

and lower the price to **ONLY \$10.**

So what is it going to be?

Are you going to achieve full financial and locational freedom with more than \$10,000 in your bank account in the fastest possible time?

Or do you prefer to risk your family and you potentially being harmed in a word-ending danger like WW3 **OVER 10\$?**

Don't forget in 72 hours the link below will stop working 📌

(Button: From 10\$ to 10,000\$) (Link to the transactional page)